

Increase Profitable Sales and Protect Key Customers

Building and sustaining profitable, predictable, persistent sales revenue growth requires more than training your sales team. It requires a unique approach to managing sales and company-specific solutions that fit your culture and helps you:

- Build a flexible sales strategy designed for maximizing profitable sales revenue
- Increase profitable sales with tactical solutions that change behaviors, leverage your experience and integrate smoothly with the processes and methodologies you've already developed
- Protect key customers and guarantee execution of your sales revenue strategy with leaders who guide an opportunity focused, self-renewing sales organization that becomes an appreciating corporate asset

Build A Flexible Sales Strategy

Maximize revenue, protect strategic customers and energize your team with a flexible sales strategy that delivers control, profits and growth in any economy.

Increase Profitable Sales

Use proven tools and tactical solutions that change individual and team behaviors, leverage your experience and improve profitable sales with the right customers.

Protect Key Customers

Arm your front-line leaders with a ***Sales Management Operating System***TM that provides the tools they need to protect key customers and execute your sales strategy.

[Find out how ▶](#)

Build A Flexible Sales Strategy

Senior sales leaders and senior executives who don't have the time nor resources to wait for the economy to improve can now build a strong, flexible sales strategy with ***Strategic Sales Roadmap***[™].

Old methodologies and techniques for managing and growing a sales organization will no longer work. To survive and prosper today, senior sales leaders and senior executives must develop sound sales strategies and execution plans for preserving key and strategic customers, expanding sales with their most profitable customers, and focusing on bona fide opportunities that reflect the reality of limited resources.

In just two-days of executive working sessions you get process and tools for increasing profitable sales in any economy:

- Develop a strategic plan for the sales organization that aligns with corporate strategy and provides an exciting and inspiring vision that clearly communicates where you want to take your selling organization.
- Craft a useful working mission that communicates performance standards and accountabilities for delivering on your promises to investors, stockholders, senior management, employees, suppliers and customers.
- Develop strategic objectives that guide short-term and long-term selling activities designed for sustainable results.
- Use a tool for Situation Appraisal that provides you with up-to-the-minute knowledge of external and internal issues you must address.
- Use a powerful approach to defining your company's strategic competencies and prepare your team for articulating your unique strengths to customers.
- Evaluate your assets (people and technology). Specify performance accountabilities and construct a plan for reallocation where required.
- Discover immediate hits for immediate results and decide what NOT to focus on.
- Develop systems to facilitate flexibility in the sales organization that guard against paralysis and over-reaction to external and internal factors.

- Define a strategic communications plan for recurrent, straight-forward, candid exchanges upstream and downstream.
- Design a plan for credible interactions with the CFO and CEO based on accurate, dynamic sales forecasting that eliminates surprises.
- Develop customer profitability metrics that guide productive sales activities.
- Implement a *Sales Management Operating System*[™] that arms your front-line leaders with all the tools they need to execute your sales strategy and scale your sales organization for profitable growth in all economic climates.

Increase Profitable Sales

The key to improving sales performance is changing behaviors.

We offer real world, interactive workshops and e-learning education that change individual and team behaviors to improve sales. We help your sales professionals, as well as all other customer-facing employees optimize your customers' experiences.

Your team will draw on success-based principles and scenarios to put themselves in the mind-set of your customers to drive profitable revenue and ensure repeat business and loyalty. Whether you need skill building for identifying bona-fide opportunities, closing sales, expanding customer relationships or executive management for the selling organization, we individualize workshops in one or more of these valuable learn-for-life components:

Identifying Profitable Opportunities

Let 'em BuySM

Facilitate sales from your customer's point of view. We call it "buyer training for sales and sales support teams." This two-day workshop will enable your teams to understand what motivates your customers and what they want from you after the sale, use questions and listening skills that differentiate your team from your competition, and understand what your people must do to facilitate a true win-win transaction. The team acquires skills that will change the way they communicate with your customers and your internal support groups.

Selling To The E-SuiteSM

Prepare, organize and deliver high-impact senior-executive sales calls. Our full-day workshop will help your sales teams engage senior executives sooner to speed the sales process, make the most of important sales calls, and become a valued advisor to their executive buyers. Sales professionals come away with a better understanding of what motivates senior executives and how they can provide lasting value to their executive contacts.

Closing Sales Opportunities

Getting to Win-WinSM

Build sales strategies that meet customers' critical needs. Organize sales calls to make the best use of available time and powerfully deliver your value message. This two-day workshop will enable your team to control the tone, atmosphere and tempo of your sales, build profitable relationships, and deliver the total value your organization brings to the table. You will strengthen your organization with new ways to identify viable sales opportunities, manage the opportunities you pursue, and build sustainable relationships that generate profitable revenue today and tomorrow.

Assertive NegotiatingSM

Enable your team to proactively manage the negotiating process and add value to your customer relationships. In this two-day workshop, senior executives, account managers, sales support staff, marketing managers, finance and legal professionals will learn to orchestrate the negotiation process, deal effectively with tactics designed to force concessions, and gain commitments that smoothly move the negotiation to a win-win close.

Expanding Customer Relationships

Strategic PartnersSM

Maximizing profits, increasing market penetration and enhancing customer satisfaction all depend on your relationships with key accounts, channel partners and global partners. This two-day workshop enables your team to accurately measure the strength of key relationships, manage those key relationships, effectively communicate initiatives to stakeholders, and build credibility, enthusiasm and confidence with your key partners. Your team will learn how to work closely with your partners to maximize profits, increase market penetration, and enhance end-customer satisfaction.

Strategic Sales PlanSM

Supplement your sales team's selling skills with business knowledge and tools that help them manage their selling activities as a business within your business. This one-day workshop enables your team to develop a business plan with clearly defined objectives, build sales that are profitable for the individual and your business, and anticipate and quickly react to changing market conditions. Arming your team with business knowledge will not only secure their sales future, it will set your company apart from the competition.

Executive Sales Management

Strategic Sales RoadmapSM

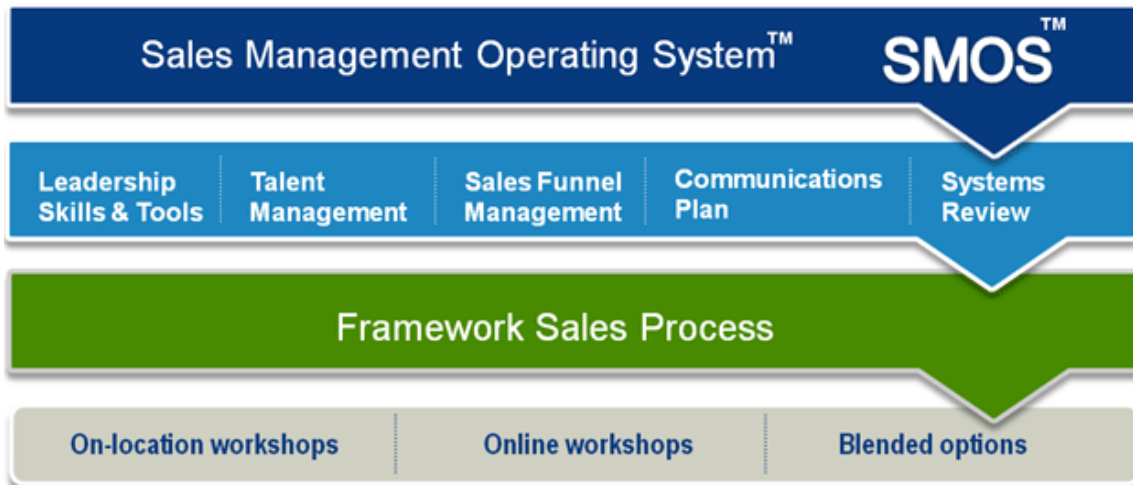
Build and scale your sales organization to quickly respond to changing markets and immediately capitalize on new sales revenue opportunities. In two days of interactive workshops, your executive sales team will create a strategic vision, develop a strategic plan for your selling organization, and learn to anticipate market changes before they affect your team. Senior sales executives will enhance their management skills with business knowledge and tools that allow you to create a self-correcting, opportunity-focused sales organization.

Financial Acumen

Profits and Cash – The Game of BusinessSM

Minimize surprises in your sales forecasts by assessing your prospects' financial health before you invest valuable resources in a costly sales cycle. This half-day workshop will empower your team to assess a company's financial performance and health, make an informed judgment about a company's future, and evaluate a company's potential fit as a customer of your organization.

Protect Key Customers – Empower Sales Leaders



Sales Management Operating System™

Protecting key customers is more important today than ever. Front-line sales leaders are the key to profitable, sustainable sales and scaling the sales organization.

You can empower your sales leaders and build execution of your sales revenue strategy by developing a company-specific *Sales Management Operating System™* (SMOS™). Our exclusive SMOS™ is a collection of proven management tools, processes and knowledge that empowers front-line sales leaders to lead their teams with objectivity, consistency and passion. You get the system you need to grow sales, proactively respond to changing market conditions and fine tune your sales revenue process in real time.

The *Sales Management Operating System™* overlays new or existing sales processes and provides your sales leaders with all the tools they need to build an opportunity-focused, self-renewing selling organization.

Sales leaders elevate individual and team performance by moving from a managerial “*feel for the game*” to a system that promotes a workable balance among creativity, organization and more rigorous, data driven decision making.

A Strategic Approach To Managing Your Sales Organization

A successful strategy for managing a superior selling organization includes six essential elements: (1) leadership skills and tools, (2) talent development, (3) credible sales funnel management, (4) a plan for effective communications, (5) a mechanism for continuous organizational improvement, and (6) flexible learning options.

- **Leadership Skills and Tools:** The **SMOS™** provides sales leaders with disciplined performance standards, metrics and accountabilities for all job positions and sales activities. Leaders learn to role model and to inspire their teams by creating, organizing and implementing departmental initiatives, communicating to, coaching and inspiring sales professionals, objectively measuring and assessing performance and setting individual and team goals.
- **Talent Development:** The **SMOS™** arms your sales leaders with tools and process to attract and develop sales and leadership talent that fits your culture. Our statistically validated hiring and promotion profiles allow managers to get the right people on the bus, sitting in the right seats and doing work that best utilizes their innate talents. Managers use a validated tool to predict job performance success and to coach superior performance from all team members.
- **Sales Funnel Management:** A credible sales pipeline is crucial for consistent accuracy in forecasting and profitable sales revenue. Our approach to sales funnel management eliminates the guesswork, hope and wishful thinking that usually accompanies pipeline analysis. Front-line sales leaders focus their teams only on bona fide, profitable sales opportunities that support your strategic objectives.
- **Communications Plan:** An effective communications plan keeps all parts of the organization informed and aligned with the company's sales revenue strategy. Your sales leaders use a consistent approach to communicating upstream, downstream and across the entire organization. Consistency in theme, tone and format reduces wasted energy and focuses everyone on generating profitable revenue.
- **Systems Review:** To protect your investment in a great selling organization, the **SMOS™** includes a unique quality assurance methodology that ensures the continuous monitoring of systems and process adoption. All **SMOS™** components are reviewed regularly, and front-line sales leaders work "*on*" your business while they *do* business. **Systems Review** promotes a self-renewing sales organization that responds to changing markets as rapidly as markets change.
- **Flexible Learning Options:** To accommodate limited time and budget constraints, all of our workshops and seminars are offered on-location, in e-learning formats and in blended environments which may include classroom sessions and e-learning modules. You decide when and how your teams advance and reinforce their skills.

Company Overview

Our Business

Selling Up™ helps organizations build flexible sales strategies, increase profitable sales and protect key customers. Our solutions range from Strategic Sales Roadmap™, a plan for senior executives and senior sales leaders who want to build an opportunity-focused, self-renewing sales organization, to tactical selling solutions designed to deliver predictable, persistent, sustainable sales revenue.

Who We Are

Selling Up™ is a leading sales revenue improvement firm built on innovative ideas, proven methodology and more than 30 years of executive experience. With a unique, balanced approach to improving sales revenue, we team with you to help you acquire and retain the right customers, at a lower cost of sales.

Our cross-disciplined consulting team has broad business expertise, with hands-on experience as senior executives, finance managers, investment bankers, senior marketing and sales executives and national, strategic and global account managers.

We have helped our clients with business process development and implementation, M&A integration planning and execution, strategic planning for business units and key departments, integration of sales and marketing functions, and high level contractual and relationship negotiations.

Keys To Win-Win Results

We achieve maximum win-win outcomes with clients that have some or all of these characteristics:

- Senior management values the role of the sales organization in the revenue generation process
- Leaders face an important opportunity or challenge that must be addressed to avoid difficulty or promote growth
- We have access to an engaged executive sponsor who has authority and influence across client-touching functional departments
- Executives support organizational change process
- Stakeholders have experience working with outside consultants