

## Improve Sales Performance

*The key to improving sales performance is changing behaviors.*

Changing individual and team behaviors is a key to growing profitable revenue. We offer real world, interactive workshops and e-learning education that help your sales professionals, as well as all other customer-facing employees optimize their interactions with your customers.

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

### Identifying Opportunities

**Let 'em Buy**<sup>SM</sup>: 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 The E-Suite**<sup>SM</sup>: Prepare, organize and deliver high-impact senior-executive sales calls. Our half-day and full-day workshops 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 customers. 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 Business

**Getting to Win-Win**<sup>SM</sup>: 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 Negotiating**<sup>SM</sup>: 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.

## Managing Relationships

**Strategic Partners**<sup>SM</sup>: 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 Plan**<sup>SM</sup>: 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 Management

**Strategic Sales Management**<sup>SM</sup>: Build and scale your sales organization to quickly respond to changing markets and immediately capitalize on new sales revenue opportunities. In one day 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 Business**<sup>SM</sup> 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. With basic finance knowledge and a simple tool, your team learns how to quickly identify opportunities and avoid potential pitfalls with new and existing customers.