

Sales Training With a Customer Perspective

The Art and Science of Selling

FREE
Sales Training
Pilot

How much would sales increase if you...

- ❖ Create customer value during the sales process,
- ❖ Present clearly, concisely, confidently, and credibly,
- ❖ Use active listening and probing to obtain and retain information, and gain understanding,
- ❖ Simply and powerfully enunciate your value proposition,
- ❖ Establish relationships with C-level executives,
- ❖ Discover and prioritize customer issues,
- ❖ Uncover the decision-making process, people and criteria,
- ❖ Resolve problems, confusion, misunderstanding or concerns,
- ❖ Quantify the solution's value and ROI,
- ❖ Qualify the opportunity's funding, time and personnel resources,
- ❖ Develop solutions that exactly meet client requirements,
- ❖ Make your customers more successful,
- ❖ Take the guesswork out of selling?

Target Audience

- ❖ Newly hired and experienced salespeople.
- ❖ Technical consultants with customer contact.
- ❖ Managers who are active in the sales process.
- ❖ Customer and field service, and administrators who have frequent contact with customers.

***Regardless of your sales team's experience,
Sales Acumen will increase sales performance.
We guarantee it.***

Power Tools

Telephone Skills Workshop



- ❖ Get a meeting with the key executive.
- ❖ Geographically extend and efficiently communicate with prospects and customers.
- ❖ Be as comfortable and competent in the use of sales fundamentals on the telephone as you are in person.

Solution Selling Workshop



- ❖ Gather information needed to develop the solution and ROI that exactly meets the customer's needs.
- ❖ Qualify the opportunity for adequate personnel, time and financial resources.
- ❖ Discover and deal with problems, concerns, hidden agendas, and objections.

Presentation Skills Workshop



- ❖ Around-the-table or stand-up, formal or informal, client or internal meetings.
- ❖ Proactively seek out solution deficiencies—then adjust to provide an optimal outcome in the final proposal.
- ❖ Validate the issues, results, and value of the solution, and agree on its details.

When You Develop Sales Acumen

- ❖ Increase the sales pipeline.
- ❖ Expand existing customer relationships.
- ❖ Win new accounts.
- ❖ Increase sales productivity.
- ❖ Increase profit margins.
- ❖ Decrease the cost of sales.
- ❖ Shorten the sales cycle.
- ❖ Develop better solutions.
- ❖ Eliminate the competition.
- ❖ Increase customer satisfaction, advocacy, and loyalty.
- ❖ Improve employee satisfaction and reduce turnover.



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The Mini-MBA

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Do Your Salespeople Need Training?

- ❖ Do 20% of your salespeople generate 50% of your sales?
- ❖ Can your salespeople get initial appointments and are they comfortable talking with top executives?
- ❖ Can your salespeople enunciate your unique value proposition?
- ❖ Do you know who your competition is and the incumbent's relationship? Is the client using you for your ideas or pricing?
- ❖ Do customers tell you "great presentation," ask for a "soft copy," and you still lose the deal?
- ❖ When you detect a problem, how do you respond? Do you deal with the "brutal facts?"
- ❖ What do you do when your competitor is trying to "buy the business," or do an "end-of-quarter deal?"
- ❖ What's the best way to "deliver" your proposal? What do you do when a customer asks you to "just send a price quote?"
- ❖ Do your clients say your solution "costs" too much?
- ❖ Do your salespeople know when and how to discuss price?
- ❖ Can your salespeople develop a credible ROI analysis?
- ❖ Are salespeople fearful of presentations and try to avoid them?
- ❖ At the end of the sales cycle, does someone who you never met show up and ask why they should "spend all this money?"
- ❖ Have you lost a key customer to the competition?
- ❖ Have you lost opportunities because someone else had a "better" solution?

The way you sell is a preview of the way you solve.

Power Tools

New Hire Assessments



- ❖ Jim Collins, author of "Good to Great" found that great companies had great people. He acknowledged how hard it is to make the right hiring decisions.
- ❖ Peter Drucker estimates that as many as $\frac{2}{3}$ of hiring decisions may be mistakes, because they are made with inadequate information.
- ❖ Develop a profile of your top performers, compare to applicant characteristics—before making a hiring decision.
- ❖ *Profiles Sales Indicator* assesses five key qualities for sales people such as competitiveness, persistence, and sales drive.
- ❖ It predicts seven critical sales behaviors including call reluctance, prospecting, and closing sales.

**Get better sales performance faster,
with reduced turnover.**

Sales Management System



- ❖ Sales do not progress efficiently and with maximum revenue unless the sales process is continually and closely managed.
- ❖ Sales management must monitor the sales force's activity, progress, and results; assess opportunities and problems as they arise; and redirect salespersons' efforts efficiently.
- ❖ Standardize the system across the company, providing consistency of process and results.
- ❖ Participants will customize the system framework to fit the sales cycle, metrics, reporting requirements, and other characteristics specific to your company.

Salespeople appreciate the system's consistency, and embrace it enthusiastically.

The best way to predict the future is to invest in it.

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