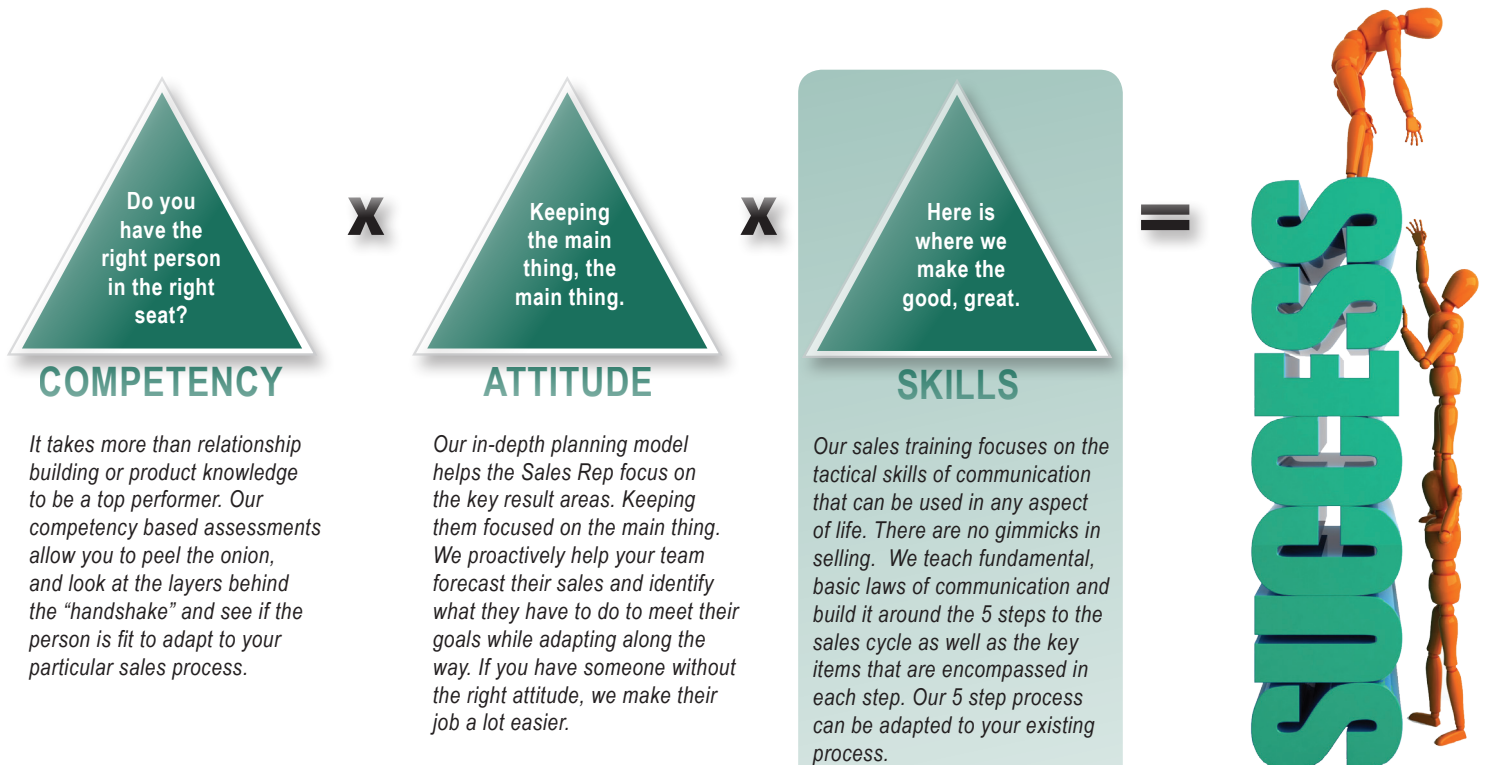


Why is it selling is one of the most rewarding professions in the world, yet we still bring up our kids to be Doctors, Lawyers and Indian Chiefs? Like any profession, there is a process and a model for success.

We believe 3 factors must be aligned to create a successful sales force. Each factor plays a unique part in the role.



5 Steps to the Sale

At the end of our training, your Rep's will have tools that separate them from the competition and help them be viewed as a valued business partner. They walk away with questions, statements and sales presentations that provoke interest and create desire that they created.

Prospecting, Time Management, DiSC buying and selling styles, and Managing Objections are part of each step of the sale and an integral part of our training.

- 5** **CLOSE:** Asking for a decision only when they are ready to buy.
- 4** **DESIRE:** A simple summary of the facts and benefits eliminating the objection.
- 3** **CONVICTION:** or Presentation. Be prepared to answer the 4 questions asked in the buying process.
- 2** **INTEREST:** Identify prospects interest, while being interesting, so they will say, "Tell me more".
- 1** **ATTENTION:** Get the prospect to like you, so they will listen to you.



COMPETENCY X ATTITUDE X SKILLS = SUCCESS

Hire Right People X Great Habits X Great Communication = Success

Just like a professional ballplayer goes to spring training, our training is for the experienced as well as the new Rep.

PROFESSIONALS GET BETTER WITH COACHING

Sales Coach versus Sales Manager:

Sales Managers are a great source for managing activity and keeping a new sales rep on track. The question is: does your sales manager have the communication and selling skills mastered in a way that they can impact productivity? Too many people make the mistake of having a manager fill the role of the coach.

We recommend a 4 month coaching program:

Weekly Performance Activity - Example: Without a Coach

Appointments Scheduled	Appointments Kept	Closing Ratio	Commission	Sales
10	6	30%	1000/SALE	1800/WEEK

Example: With a Coach

Month	Appointments Scheduled	Appointments Kept	Closing Ratio	Commission	Sales
1	10	6	50%	1000/SALE	3000/WEEK
2	12	8	60%	1000/SALE	4800/WEEK
3	12	8	60%	1200/SALE	5760/WEEK
4	15	8	70%	1200/SALE	6720/WEEK

A coach does not just collect the numbers; they interpret them and coach to them. They help the Reps strategize and plan for every call, anticipate concerns, questions and objections and ensure the Sales Reps are armed with what they need in order to be seen as valued partners who know their business and concerns.