

Achieving Superior Sales Performance®

Training

Successful selling through building long-term relationships with customers

Built on over 40 years of research and industry experience, AchieveGlobal's sales performance programs build skills for acquiring, growing, and retaining mutually valuable, long-term customer relationships that create lasting success.

At one time, a great product or service solution was the main building block of sales success. Now, that's the minimum requirement to gain even a moment's notice from a prospect. Cutthroat pricing, global competition, and reduced switching barriers mean salespeople must deliver more than a solid baseline offering—these things mean that sales professionals must also build relationships that customers value.

Strong customer relationships are an important antidote to product commoditization and price pressure. But at the same time, these kinds of relationships are harder to cultivate. Customers have high standards for strategic suppliers, and, as a result it's hard to dazzle a customer today. And strategic sourcing professionals, tasked with cost reduction, are increasingly prevalent in the sales process and can complicate direct supplier-to-customer relationships.

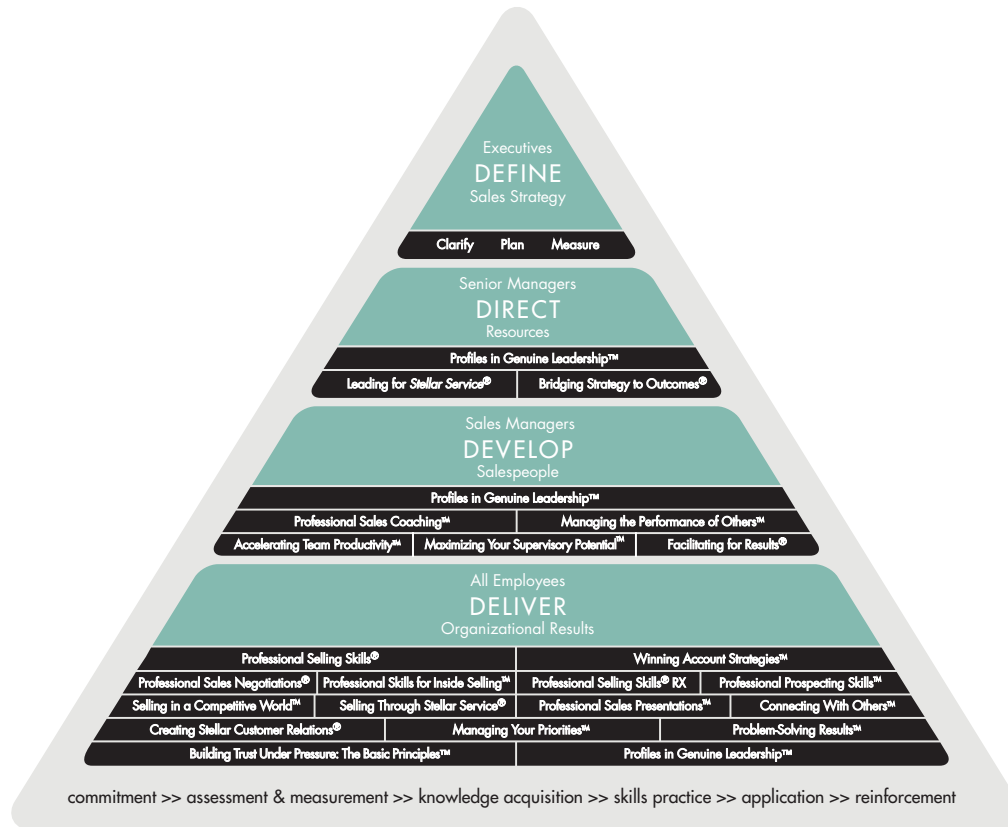
Defining and delivering on relationship strategy is also harder because the sales infrastructure can create additional hurdles. Organizations often lack common sales processes, leaving sales professionals without a solid structure to lean on. Sales managers are increasingly being asked to operate as GMs—but without the proper skill sets they need to succeed. And disconnection in two areas—between technology and processes and the service, sales, and marketing teams—makes it hard to deliver a consistent experience for the customer.

Relevant, Research-Based Content That Drives Results

AchieveGlobal built the *Achieving Superior Sales Performance*® system on original, primary research. This process uncovered not only the key business



Developing the 21st
century workforce™



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issues affecting salespeople today, but also the need for strong priorities. In addition, we researched the specific skill sets needed to overcome these issues and challenges, and examined their relationship to productivity and retention in the workplace. The *Achieving Superior Sales Performance*® program is designed around this deep understanding of the sales arena and our customers' needs.

You'll see an immediate positive and lasting difference in your efforts to:

- Expand to, and win in, new markets.
- Rise above the competition.
- Reduce the cost of sale.
- Build and maintain customer relationships.

A Systemic Approach

Achieving Superior Sales Performance® provides a systemic approach to building your sales organization's strategy, skills, and processes to increase effectiveness across the board. AchieveGlobal approaches the organization at four levels—each requiring different developmental needs. The levels are then divided into skill areas, each containing one or several training programs and consulting engagements.

Although organizations will vary significantly, there are four key levels within a sales organization that are commonly found. The pyramid above represents how each level of a sales organization works together to turn strategy into measurable sales results.

- **Define** describes those who occupy the highest level of the selling organization. As senior executives, these individuals define the sales strategy and cascade it throughout the sales organization.
- At the **Direct** level, sales directors are tasked with communicating the sales strategy throughout their organizations, as well as directing sales organization processes to ensure strategy execution.
- **Develop** describes sales management within an organization. Sales managers are responsible for acting as coaches, communicators, and strategists to develop business within their territories, as well as develop the abilities of their sales teams.
- **Deliver** describes the frontline salespeople, service representatives, technicians, and more who are responsible for ultimately acquiring, growing, and retaining customer relationships.

Each of these four action levels—**Define, Direct, Develop, and Deliver**—requires a unique approach to learning and strategic change. By addressing all levels of an organization, a comprehensive result is achieved.

In the pyramid on the previous page, you will see the different workshops available to address needs at all levels of the organization.

Executives DEFINE Sales Strategies

Strategy Clarification

Strategy owners need to ensure that the sales strategy is clearly understood and consistently executed by those within the organization. AchieveGlobal's consultants work with members at the executive level of your organization to ensure that your sales solutions effectively achieve lasting results—for your customers and your organization. Because your situation is unique, we tailor our approach, leveraging your strengths and addressing the critical issues.

Strategy Clarification Workshop

Strategy clarification is the first step in AchieveGlobal's promise to help your organization move from strategy to results through people. Organizations develop strategies in response to a variety of factors, including environmental threats, poor financial results, and growth requirements. AchieveGlobal's executive consultants strive to help executives and senior managers develop and articulate change strategies—and align human performance improvement efforts to those strategies.

Senior Sales Leaders DIRECT Sales Processes and Operations

Sales Process Definition

Strategy owners will need to look closely at the organization's processes for creating and deepening relationships with customers to ensure that they are defined, communicated, and aligned with the kinds of relationships desired. This process should include all touchpoints in a relationship—both sales and service.

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Leading for *Stellar Service*[®] (2-day workshop)

This workshop is an organizational program designed for senior managers. It helps them translate strategy into actual plans, tools, and standards. It also includes foundational service concepts from a senior manager's perspective.

Audience: Leaders of other leaders, senior managers

Frontline Sales Managers DEVELOP Salespeople

Leading Performance

Sales managers are responsible for developing the individuals on their teams to make sure that they will be capable of delivering the desired customer relationships. Managers will need collaborative coaching skills and tools in order to properly assess and develop their people on an ongoing basis.

Professional Sales Coaching[™] (2-day workshop)

This workshop provides your sales managers and coaches with the framework, communication tools, and planning tools they need to build and maintain a winning sales team—one that generates not just revenues, but mutually beneficial, long-term business relationships.

Audience: Sales managers and coaches

Managing the Performance of Others[™] (2-day workshop)

This workshop focuses on the performance management aspects of a manager's role. The skills taught help participants prepare for and conduct different types of performance-related discussions.

Audience: Sales managers and coaches

Team Leadership

Sales managers must be able to effectively manage teams of salespeople, ensuring collaboration and communication and building consensus, while eliminating non-productive team behaviors such as group think.

Accelerating Team Productivity[™] (2-day workshop)

This workshop will help participants to focus their sales team on key results and outputs, and build energy and momentum toward achieving goals.

Audience: Sales team leaders

Facilitating for Results™ (4, 6, or 8 hours)

This workshop offers participants the opportunity to develop skills to conduct productive, results-oriented meetings, no matter how complex the issue or diverse the group.

Audience: Sales managers and coaches

Sales Representatives DELIVER Profitable Sales and Long-Term Customer Relationships

Account Management

Salespeople need skills that help them deliver on the long-term component of selling, help build relationships from sales call to sales call, and guide customers and prospects through the sales cycle. This guidance requires understanding clients' market strategies and business issues, their personal needs, and their future directions, as well as account mapping, post-sale service, and ongoing support.

Winning Account Strategies™ (2-day workshop)

Participants will learn a five-step strategy for maximizing sales opportunities and relationships within key accounts.

Audience: Experienced salespeople and their managers

Creating Stellar Customer Relations® (2-day workshop)

In order to ensure customers have a consistent experience as they interact with multiple parts of your organization, sales professionals will need to create stellar service experiences throughout the duration of the relationship.

This workshop will help provide the skills for developing the service mindset and behaviors that create customer loyalty—even after repeated service failures.

Audience: All employees

Sales Call Management

Salespeople require skills and processes needed to most effectively and efficiently conduct sales calls from the opening statement until close, resulting in an informed, mutually beneficial decision. What's more, salespeople need to master information exchange, overcoming customer concerns and negotiating in order to succeed in their sales conversations.

Professional Selling Skills® (3-day workshop or blended learning: *Professional Selling Skills® Online*)

Participants will learn to become a consultative problem

solver in face-to-face sales situations and take customers through the required steps of the sales cycle.

Audience: New and experienced sales professionals

Professional Selling Skills® Rx (3-day workshop)

This workshop teaches participants to increase sales to demanding and time-stretched medical professionals using a powerful, consultative, pharmaceutical-specific approach.

Audience: New and experienced sales professionals, as well as their marketing and support staffs

Selling Through Stellar Service® (1 ½-day workshop)

This workshop helps to build consistency of selling and language across the organization into support functions and others who don't see themselves as "salespeople".

Audience: All employees

Advanced Selling Techniques

Selling in a Competitive World™ (2-day workshop)

Participants will learn to win business from major competitors.

Audience: Experienced sales professionals

Professional Sales Negotiations® (2-day workshop)

Participants will learn to negotiate mutually satisfying agreements with customers, and understand how and when to negotiate effectively.

Audience: Experienced sales professionals and sales managers

Sales Presentation Skills ASSP™ (2-day workshop)

Participants will learn how to organize, prepare, and deliver a sales presentation to any size group. Participants practice effective verbal and nonverbal skills, and master support materials of any type: PowerPoint slides, product samples, and/or handouts.

Audience: New and experienced sales professionals

Market Management

Salespeople utilize skills and processes in this area to focus on managing time, territories, and prospecting efforts in order to operate efficiently and keep a full pipeline of opportunities.

Professional Prospecting Skills™ (2-day workshop)

In this workshop, participants will be equipped with the skills needed to efficiently and effectively initiate new business relationships through prospecting. Specifically, participants will learn a three-phase approach to prospecting: Prepare, Contact, and Assess.

Audience: Salespeople and their managers

Personal Leadership

Additionally, salespeople must be able to conduct their activities as efficiently as possible, by concentrating on improving their productivity and operating seamlessly with (and influencing) other members of their organization.

The Principles and Qualities of Genuine Leadership® (4 hours)

Participants will learn and practice six shared basic principles and five critical qualities that create a genuine leader. The principles and qualities promote and encourage collaboration and personal initiative.

Audience: All employees

Connecting With Others: Listening and Speaking™ (1-day workshop)

Participants will learn new ways to listen effectively, identify and cultivate good sources of information, and master the process of encouraging people to share their knowledge.

Audience: All employees

Managing Your Priorities™ (4 hours)

This workshop helps participants to manage competing priorities and maintain high levels of personal productivity.

Audience: All employees

Problem-Solving Results: Solutions, Improvements, and Innovations™ (2-day workshop)

This workshop provides participants with the skills and strategies required to find appropriate problem solutions, as well as the energy to implement them.

Audience: All employees

Professional Skills for Inside Selling™

(2 Day program)

Participants will learn to plan and execute sales conversations tailored to the inside selling environment, leading to informed, mutually beneficial buying decisions and long-term customer relationships.

Audience: Inside salespeople, business development representatives, account managers, sales managers, and supervisors who use “virtual selling skills” in working with their customers.

About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions — globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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