

# Sales



The field of sales has experienced some dramatic and far-reaching changes over recent years. Today's sales professionals, as well as today's buyers are better educated, more informed, and have more options than ever before. These changes have created new, exciting, and challenging possibilities in every organization. Success requires innovative ideas and finely-developed skills.

Whether you are selling a product or service, whether you represent a well-known, established company or a new start up; one fact remains clear: it is unlikely that you will maintain a competitive advantage unless you discontinue doing things the way you have always done them.

Success in the world of sales depends on your ability to reinvent yourself and your processes and apply them for improved results consistent to your customer's needs.

## A Process for Results

The Sales Development Process offers a comprehensive, concise process that will help develop a skilled, successful sales professional. By uniting current sales skills with a personal development system, a sales professional will uncover a system that will lead to higher levels of achievement. ■

## The Formula For Success

**Ask + Goals = PBC → IR**

Attitude  
Skills  
Knowledge

Positive  
Behavior  
Change

Improved  
Results

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## Critical Issues Covered Within This Process

- The Need to Reinvent Yourself
- The Buying Process
- Building Attitudes for Positive Results
- Resistance to Change
- Prospecting
- The Role of Goals
- A Solution for Every Obstacle
- Referral Sources
- Center of Influence
- The Sales Funnel
- Communication Skills
- Appointments
- The Steps of the Sale
- Effective Questioning Techniques
- Building a Case for Action
- Effective Presentations
- Proposals

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## The Results are Measurable

- Increased Sales
- Increased Market Share
- Strengthened Focus on Attracting, Servicing and Keeping Customers
- More Repeat Business
- Increased Share of Wallet
- Competitive Business Converted
- Increased Income

## Deliverables – Sales Development

<b>11 Development Sessions</b>	Participants meet for 11 weekly sessions for 3 hours. This process enables participants to “develop” since they will have application and practice time between sessions. Each session will end with specific goals and action steps to be accomplished by the next session.
<b>3 Follow-Up Sessions</b>	The group will meet quarterly for the 3 quarters following the last session. Participants will present progress reports on their individual and organizational goals. When needed, additional content may also be part of these sessions.
<b>Audio CD Series</b>	16 Chapters of program content in audio form enables participants to have multiple exposures to the content between sessions allowing the sessions to be hands-on and application oriented. Five exposures during the week between sessions results in content retention in excess of 60%.
<b>Text</b>	Exact same content as audio series with assessments at the end of each chapter for reinforcement of content. The text is also used as a reference guide.
<b>Action Plan</b>	Self and Organizational Evaluation Sections utilized to personalize individual action Plans.
<b>Phone/E-mail Consultation</b>	Participants within the group will have unlimited phone/e-mail consultations with facilitator during the process.
<b>Concept Application Through Goal Setting</b>	The group will focus on the implementation of key concepts as they apply to each participant, by developing written goals with measurable action steps.
<b>Critical Issues</b>	Each participant will identify 3 critical issues within the organization and develop comprehensive action steps for each issue.
<b>Productivity Assessment</b>	The group will analyze current productivity followed by measurable goal setting.
<b>Self-Concept Profile</b>	Each participant will analyze current confidence and comfort levels with self, and create steps to be taken if improvement is desired.
<b>Personal Vision</b>	Each participant will develop a vivid mental picture of his/her future direction.
<b>Sales Skills Assessment</b>	Each participant will analyze his/her current sales skills with specific attention on areas where improvement is needed. One on one coaching will be available.
<b>Time Management Analysis</b>	Each participant will analyze his/her personal time management ability followed by goal setting where improvement is needed.
<b>Communication Assessment</b>	The group will discuss the current communication “state” and its impact on others.
<b>Measurable Results</b>	The process is customized and tailored to achieve the measurable outcomes set by each specific client organization.