

Helping Teams To Exceed Expectations

SALES PERFORMANCE



Grow Profitable Sales

We work with your salespeople to improve their selling **skills**, **behaviors** and **attitudes** in order to improve overall sales performance.

Our Sales Model

We help your sales professionals to improve effectiveness at each step of the sales call using our **5-Step** Sales Effectiveness Model.



Plan every call and spend more time with your ideal clients.



Discover clients' needs, desires and challenges in a consultative way.



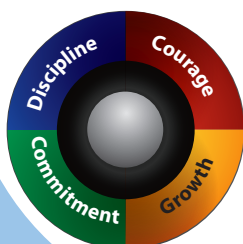
Differentiate your offering and present added-value solutions linked to your clients' needs.



Anticipate and remove any barriers to the sale using our call advance process.



Close more sales faster while ensuring outstanding implementation service and a steady flow of referrals.



Sales Preferences Matter

We identify people's selling style using our 30-page **DYNAMIX®** profile, which highlights strengths and areas to improve. Sales managers use this profile as a coaching tool to help their people to improve their performance.

"Sell more with less resources to clients that want more value."

THE CHALLENGE

The world of selling has changed dramatically in the last few years. The best organizations have responded to this by helping their salespeople develop skills that position them for success in our competitive and commoditized world.

The top sales performers in most organizations are usually responsible for most of the sales results. Organizations need to develop these top performers and help their other people to become top performers.

THE BENEFITS

➡ **Improve the effectiveness of your entire sales organization by working with your sales leaders and sales team members.**

➡ **Identification of your sales strengths and areas to improve, including:**

- Sales skill gaps.
- Selling value over price.
- Selling solutions rather than products or services.
- How to differentiate and stand out from the crowd.
- Develop sales strategies for territories and key accounts.
- Adapting your entire sales approach to your clients' buying style and decision-making model.
- Moving from selling to consulting and closing more and better sales.
- Increasing each sales professional's selling time by eliminating non-productive activities.
- Help sales professionals to spend more quality time with better customers.

613-966-8121

1-877-887-8223

bblaind@loyalistc.on.ca
www.loyalisttraining.com

Skills that WORK.

Helping Teams To Exceed Expectations

Introduction to the Sales Performance Program. We review the key attitudes, sales skills and behaviors needed to achieve top sales performance.

• Your Unique Selling Style

You will receive your **Dynamix®** Sales Profile outlining your selling strengths and areas to improve.

• Adapting To Your Client's Style

Learn how to identify your client's unique buying style and how to adjust your sales approach to meet their needs.

PREPARATION

• Understanding How Your Clients Make Buying Decisions

We link our 5-Step Sales Model to your client's buying model in order to close more sales.

• The Winning Edge Principle

The difference between winning a sale and losing it is small. Confidence, optimism and a take-charge attitude, along with other positive thinking strategies, are used to give you that winning edge.

• Your Personal Brand

People buy you first. Your personal brand and how you represent yourself distinguish you from others.

First impressions make a difference and what clients remember after you leave matters.

• Working S.M.A.R.T.

Clear sales goals, call objectives and call advance strategies are necessary to maximize your sales performance.

• Organizing Your Time and Territory

Get more done in less time and spend more quality time with better customers.

• The Ideal Sales Call

Plan your call, implement your plan and debrief each call to advance to the next step and close more sales faster.

• Winning Against The Competition

Identify your unique selling proposition and leverage your strengths while overcoming competitive tactics.

• Filling Your Sales Funnel With Prospects

Systematically identify your ideal prospects and clients and get more appointments using a variety of methods.

LISTENING AND ASKING

• Listening Between The Lines

Uncover your client's real needs and concerns by improving your empathic listening skills. This builds trust and confirms that you really understand your client's situation.

• Consultative Questioning Skills

Well-crafted consultative questions position you as a problem solver. They add value to each sales call and move you closer to finding a solution that will help your client.

• Strategic Account Management

You need to get to know your key accounts really well in order to differentiate your solution and offer extraordinary service. Here, we cover strategies to manage and retain accounts that are critical to your business.

PRESENTING SOLUTIONS

• Selling and Presenting To Different Types Of Buyers

Different types of buyers have unique needs and interests. You need to know how to communicate your value proposition at different levels in your client's organization.

• Influencing Without Manipulating

Positive influencing helps clients to achieve their goals, while manipulating erodes trust. There are powerful ways to influence and help your clients to make good decisions.

• Powerful Proposals and Presentations

The way that you make your proposals and how you present your solutions will determine if and how quickly you move on to the next step.

REMOVING BARRIERS

• Negotiating Win/Win Deals

The ability to negotiate win/win deals with clients is an important skill. We teach you practical ways to overcome resistance and negotiate successful agreements.

• Uncovering and Overcoming Objections

Your ability to uncover and overcome objections will determine how many sales you will make and how fast you will make them. We will teach you how to identify and overcome even the most difficult objections.

CONCLUSION AND FOLLOW-UP

• Closing More Sales Faster

Moving the sales process along at the right speed, and gaining increased levels of commitment on each sales call is a critical success factor. Ultimately, this will enable you to close more sales.

• Extraordinary Follow-Up and Service

Getting a sale is one thing, getting the second sale and keeping your customers is another. Here we will give you techniques to ensure that you give your clients more than expected.

WHO SHOULD ATTEND?

- Sales professionals and sales managers
- Business owners and entrepreneurs
- Business development staff
- Anyone who wants to improve their "sales performance"

Paul Fergus

Paul Fergus is the President of Peak Performance2 and has over 20 years of sales and management experience. Prior to Peak Performance2, Paul held management positions at several successful computer and consulting organizations and has a BA.Sc. Honors' Degree in Consumer Behavior, with a minor in business administration.

In addition to building and managing two successful companies with a sales increase of over 25% per year, Paul has helped many organizations improve their levels of productivity and performance including Merck, Thermo Fisher Scientific, Service Canada, Rio Tinto Alcan, Scotiabank and Abbott Laboratories, to name a few.

As an internationally-known speaker, consultant and facilitator, Paul delivers powerful programs on selling, team effectiveness, customer service, leadership, motivation, communications, and personal and professional development. He is a member of the Canadian Association of Professional Speakers (CAPS).