

Sales Force Training

Objective

Improve the sales effectiveness of indise and field sales force

Methodology

- Assess current methods through monitoring of sales calls
- Identify key areas of weakness and opportunity
- Identify root causes of margin erosion and propose remedy
- Provide group sales training highlighting common issues
- Develop strategies for countering client objections
- Develop scripts for sales force use and modification
- Provide one-on-one personalized coaching as needed
- Deliver seminars on negotiation and selling techniques
- Address entire employee population at annual conference
- Develop collateral materials for field sales force
- Develop incentive plan for sales managers and directors
- Make recommendations on organizational redesign



Length of Engagement

10 months

Output

Numerous scripts, seminars, personal coaching sessions, sales tools, analyses, and incentive plans complete with software models

Client

\$75 million seminar and online training company

Contact

President

Results

Sales force effectiveness improved by over 20%.

The new incentive plan improved the morale of sales managers and directors.

Price discounting was reduced by over 30%.



Two Sun Court
Suite 300
Norcross, GA 30092
(770) 239-1888
(770) 239-1889 FAX