



Perceptive Learning

SALES ASSURANCE INITIATIVE

Extensive individual assessment, personal development and performance coaching

Rationale

Positively impacting the performance of every individual in your sales organization is a daunting task. What works for one person, does nothing for another. While this is an easily proven fact, why is so much money wasted on training - where "sameness" prevails in an attempt to develop people?

There are as many ways to get to the end goal as there are salespeople in your organization – This is the premise for our Sales Assurance Initiative. Salespeople each have their own strengths and areas where they can improve. Even the absolute best never stop their effort to get better. Huge gains can be achieved when the coaching and development is targeted specifically to the individual. **We guarantee it!**

Key factors that justify this approach:

- Your sales managers cannot spend the desired amount of time in the field with their sales reps
- Your previous investments in training have not yielded expected returns
- Our involvement will make a difference on your bottom line profitability

Description

Initial phone consult

- Interview format
- Relationship building and positioning
- Establish mutual expectations and objectives
- Pre-visit assessment

1 1/2 days in the field with sales representative

- Pre-call planning and preparation
- Strategy development/review
- Joint sales calls
- Presentation rehearsal
- Account/call debriefing
- Coaching sessions
- Pipeline analysis
- Forecast analysis

Development (post field sales calls)

- Documentation of identified strengths on which to capitalize
- Highlighting of most critical areas for improvement
- Performance review
- Suggested skill enhancement activities

THEN...

Coaching

- Three months of coaching, working jointly on real deals - to get them to CLOSE!
- Joint strategy development/review
- Ensure sound and comprehensive strategy exists to win business
- Frequent communication with sales management



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Frequently Asked Questions

- 1. It is the responsibility of our Sales Managers to develop their people. Why should I pay someone from the outside to do this job? If our managers aren't doing it, they should be released, not augmented.**
 - If the sales management team devoted 100% of their time making calls with their sales reps ⇒ doing coaching, planning, strategizing and developing skill sets, would sales increase? The answer is a certain - yes. However, it is not realistic to assume that they can spend 100% of their time dedicated to this task. Perceptive Learning International is a group of highly skilled and experienced professionals that work with your in-house talent to increase sales. Furthermore, the value extends way beyond helping one sales individual close more sales. We will naturally and dramatically enhance the skills of sales management to develop their people as we discuss their team.
- 2. We already invest in training for all of our people to improve performance. This would be an additional expense to address the same issue.**
 - For sales skills and behaviors, "training" is typically an absolute waste of time and money! It is usually viewed as an expense and not an investment. More often than not, 1 month after the session is over, behaviors are back to the way they were before the training. It is our suggestion that you consider reallocating those expenditures to a more effective effort. There is no comparison between a group training session, and individual coaching from Perceptive Learning International when you look at the measurable results.
- 3. How would I know that any increase in sales was a result of your effort, and not some other factor?**
 - We will work with you to determine specific quantifiable measures. We will stay involved and focus on results that translate to closing real business deals – not training role-plays. In addition, we offer a 100% satisfaction guarantee.
- 4. There are other investments we need to make that will increase the performance of our sales team.**
 - It is possible that there are higher priorities. We agree that a certain level of basic necessities must exist to allow your sales team to be productive. A strong competency of Perceptive Learning International is "need assessment" - we can assist in determining the priorities and value of planned investments. One thing to keep in mind; history indicates that each individual will not reap the same value from a single investment.
- 5. If I were to consider something like this, why would Perceptive Learning International be the best choice?**
 - The field of sales is a passion to us. The successful track record and professionalism of our staff are second to none. However, even with a history of delivering outstanding results and significant impact, we never stop thinking of ways to improve ourselves, and others. This is the same mindset we strive to instill in everyone we work with. The reference base we possess underscores that our intent is genuine and the results are true. We are all about being real. You won't find us advocating gimmicks or manipulative sales tactics. The skills we develop will withstand the test of time – and always represent the epitome of professionalism. If you want to develop a sense of urgency in your people, along with a professional business approach to working with your prospects and clients, Perceptive Learning International is the right choice.