



Purpose

Target specific skills and areas of development. Create a plan for increased sales/revenue.

Sample Outline

* This sample is provided for demonstration purposes only. *ALL* programs are custom designed to meet each client's individual needs.

Week 1 – Establish client goals, identify motivating factors, discuss strengths and areas of development; set guidelines for our working relationship

Week 2 – Account Profiling - complete a Relationship Matrix™ and an Opportunity Matrix™ for two accounts

Week 3 – New Business Development via Target Prospecting™ - Prospecting system, Cold Calling, Securing Referrals, Networking, Relationship Building, etc.

Week 4 – Selling Skills Foundations Course™ - Listening, Probing skills, Qualifying and Needs Development

Week 5 – Selling Skills Foundations Course™ - Presentation skills, Competitive Differentiators and Value Proposition

Week 6 – Selling Skills Foundations Course™ - Handling Objections, Creating Urgency and Closing

Week 7 – Consultative Closing Course™ - discuss the difference between Consultative and Transactional selling, providing solutions versus supplying products, and the impact on Price versus Value

Week 8 – Account List & Territory Analysis; Account or Customer Ranking; establish Territory Strategy [Maintain, Recapture, Expand]

Week 9 (bonus week) – Eight week review - evaluate progress through goal comparison, personal assessments, written tests, role plays, etc.

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Format

- Nine (9) one-hour sessions conducted either over the phone or in-person. In addition, clients can choose our GoToMeeting or GoToWebinar conferencing option at no extra charge.
- All weekly discussions, skills and techniques focus on real-life situations. Actual customer information will be reviewed with plans, goals, and action items used as the basis for our work.
- During some sessions, clients will be given assignments or activities to complete prior to the next session. Often times the client and The Sales Coach communicate between sessions by phone and email.
- Alternate topics include: Goal Setting, Motivation and Attitude, Interpersonal Skills and Personality Styles (DiSC), Listening and Communication, National Account Management, Selling to C Level Executives, Negotiation skills, Value Added selling, Team selling
- Management topics include: Sales Management training, Sales Management systems, Creating a Sales Process, Sales Coaching, Marketing Analysis, Marketing Strategies, Pricing Strategies, Customer Service

This service is available to individuals as well as entire sales teams. Please call for details and to create a customized program.

Be successful in sales!

A handwritten signature in black ink that reads 'Michael'.

Michael J. Galante, The Sales Coach
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