

BRIDGING THE DISCONNECTS

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INTRODUCTION

What happens when the CEO envisions a path that your salespeople don't follow? What happens when your sales manager cannot get the salespeople to sell the way they are supposed to? What results are produced when the salesperson is not aligned with what the prospect needs? These are examples of what we call "disconnects."

Disconnects kill sales. With significant gaps in understanding and communicating between management, sales, and customers, organizations suffer. CFS is committed to bridging disconnects that frustrate your sales efforts. Our powerful philosophies and practical selling mechanics enable you to create game plans that define and execute your highest sales goals.

OUR PROGRAM

GETTING TO WORK

See our whitepaper article on our D.E.A.L. approach (you can download this from our site: www.criteriaforsuccess.com) which discusses why we prefer that you minimize “selling to” a prospect and concentrate instead on defining requirements and roles and responsibilities and agreeing on mutually successful outcomes.

EXPLORATION

We start with exploration of your corporate landscape. This includes working with your sales people and reviewing their systems and processes. It’s a collaborative effort. We conduct in-person and/or phone interviews and use a variety of online survey tools that are designed to gain an understanding, and for everyone to actively engage in the improvement process.

We ask questions like “what are your client’s most demanding problems?” “How do you introduce yourselves in 30 seconds to a prospect?” “What are the common objections that you keep hearing time and time again?” “How effective are the sales tools that you use?” “How are you using the company website or the in-house CRM?” “What time management system are you using?” “Is it working for you?” “What are the main reasons that you lose business?” “Who is your ideal buyer?” “What belongs in you company Sales Playbook?”

SALES INTENSIVE TRAINING

A two-day sales intensive training gets everyone on the same page. We use an adult learning model so that there is learning on both sides of the table. CFS is committed to learn from every sales intensive. Our pledge is that we bring this knowledge to the next one and so on. Our trainings continue to evolve so that they remain fresh. We cover many topics, including:

- Why a “Philosophy & Mechanics” approach is important to sales
- What being invested as a salesperson means to you and to your clients
- Reviewing your own communication and behavioral style
- Effective time management; beyond “to do”
- Identifying problem deals
- CFS Prospecting Problem Matrix
- CFS D.E.A.L. method, designed to empower clients to “select in” rather than be “sold out”
- Mistakes people make when buying from a salesperson
- Steps for buyer and seller to take to reach the best outcome
- CFS “get to work” presentation approach
- CFS 15-minute territory plan: For the salesperson and for the CEO!
- Introduction to the customized online CFS Sales and Sales Management Playbook
- Selling situational reviews and field coaching

EXPECTED RESULTS

- Significant increase in prospecting activity
- Shorter sales cycle
- Dealing effectively with stalls and objections
- Controlling the sales interview
- Better results using phone and email
- Understanding why people buy
- Using a system for selling
- Asking better questions
- Dealing with pressure and self-doubt
- Being more comfortable calling on top executives
- Recognizing a real deal and a real prospect
- Reducing “roller coaster” activity
- Helping prospects discover why they should buy
- Uncovering the “real issues” for your prospect

REINFORCEMENT

We follow our intensive training with a reinforcement period of support consisting of a mix of management consulting, one-on-one sales coaching, additional group trainings, and sales tools development. This involves putting it all into practice!

SALES PLAYBOOK

A sales PlayBook draws all your best selling practices together and continues to grow with you and with your team. The PlayBook is not only a product but also a way of being! It combines your unique selling philosophies and selling mechanics. The online expression of who you are to your prospects, clients, and customers, if you will! Using this approach to selling allows your sales team to migrate from old-school “cut throat” practices where individual knowledge is protected, to bonding as a cohesive team where knowledge is shared.

ABOUT CFS

Criteria for Success is a source for selling solutions that unlocks your company's potential. Our unique approach to selling takes both a philosophical and mechanical approach to improving your sales efforts. In other words, we work to change mindsets and procedures to assure optimal success.

OUR SERVICES

- Strategic Sales Consulting
- Implementing Sales Technologies
- Sales Team Training
- One-on-one Coaching