

Achieving Superior Sales Performance®

Training

Successful selling through building long-term relationships with customers

Built on more than 50 years of research and industry experience, AchieveGlobal's sales performance programs build skills for acquiring, growing, and retaining mutually valuable, long-term customer relationships that create lasting success.

At one time, a great product or service solution was the main building block of sales success. Now, that's the minimum requirement to gain even a second glance from a prospect. Competitive pricing, global competition, and reduced switching barriers mean salespeople must deliver more than a solid baseline offering—they must also build relationships that customers value.

Strong customer relationships are an important antidote to product commoditization and price pressure. But at the same time, these kinds of relationships are harder to cultivate. Customers have high standards for strategic suppliers, and, as a result, it's hard to dazzle a customer today. And strategic sourcing professionals, tasked with cost reduction, are increasingly prevalent in the sales process and can complicate direct supplier-to-customer relationships.

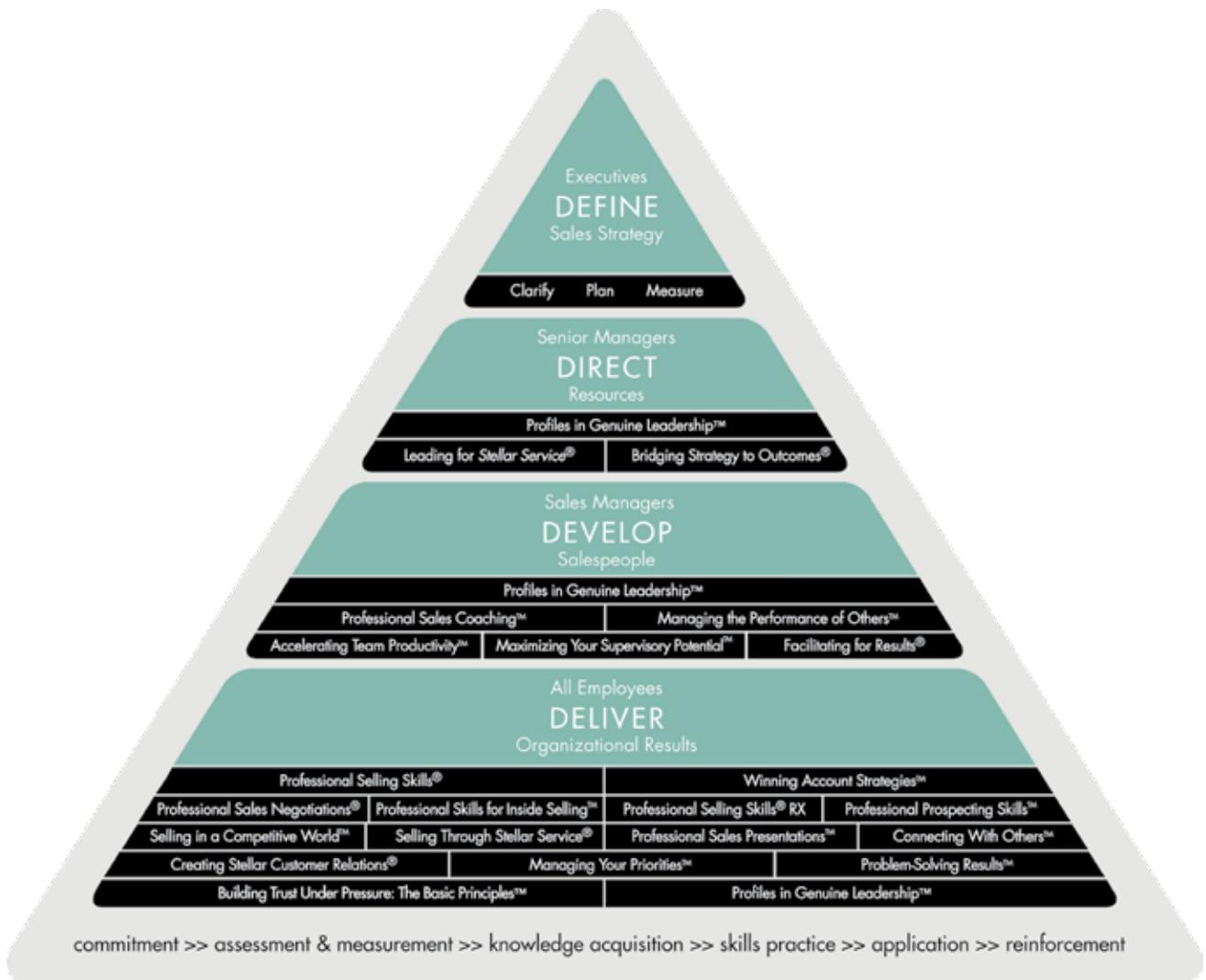
Defining and delivering on relationship strategy is also harder because the sales infrastructure can create additional hurdles. Organizations often lack defined sales processes, leaving sales professionals without a solid structure to lean on. Sales managers are increasingly being asked to operate as GMs—but without the proper skill sets they need to succeed. And disconnection in two areas—between technology and processes and the service, sales, and marketing teams—makes it hard to deliver a consistent experience to the customer.

Relevant, Research-Based Content That Drives Results

AchieveGlobal built the *Achieving Superior Sales Performance*® system on original, primary research. This process uncovered not only the key business



Developing the 21st
century workforce™



Achieving Superior Sales Performance®

issues affecting salespeople today, but also the need for strong priorities. In addition, we researched the specific skill sets needed to overcome these issues and challenges, and examined their relationship to productivity and retention in the workplace. The *Achieving Superior Sales Performance*® program is designed around this deep understanding of the sales arena and our customers' needs.

Upon implementing this program, you'll see an immediate positive and lasting difference in your efforts to:

- Expand to, and win in, new markets.
- Rise above the competition.
- Reduce the cost of sale.
- Build and maintain customer relationships.

A Systemic Approach

Achieving Superior Sales Performance® provides a systemic approach to building your sales organization's strategy, skills, and processes to increase effectiveness across the board. AchieveGlobal approaches the organization at four levels—each requiring different developmental needs. The levels are then divided into skill areas, each containing one or several training programs and consulting engagements.

Although organizations will vary significantly, there are four key levels within a sales organization that are commonly found. The pyramid above represents how each level of a sales organization works together to turn strategy into measurable sales results.

- **Define** describes those who occupy the highest level of the selling organization. As senior executives, these individuals define the sales strategy and cascade it throughout the sales organization.
- At the **Direct** level, sales directors are tasked with communicating the sales strategy throughout their organizations, as well as directing sales organization processes to ensure strategy execution.
- **Develop** describes sales management within an organization. Sales managers are responsible for acting as coaches, communicators, and strategists to develop business within their territories, as well as develop the abilities of their sales teams.
- **Deliver** describes the frontline salespeople, service representatives, technicians, and more who are responsible for ultimately acquiring, growing, and retaining customer relationships.

Each of these four action levels—**Define**, **Direct**, **Develop**, and **Deliver**—requires a unique approach to learning and strategic change. By addressing all levels of an organization, a comprehensive result is achieved.

In the pyramid on the previous page, you will see the different workshops available to address needs at all levels of the organization.

Define

Executives DEFINE Sales Strategies

Strategy Clarification

Strategy owners need to ensure that the sales strategy is clearly understood and consistently executed by those within the organization. AchieveGlobal’s consultants work with members at the executive level of your organization to ensure that your sales solutions effectively achieve lasting results—for your customers and your organization. Because your situation is unique, we tailor our approach, leveraging your strengths and addressing the critical issues.

Strategy Clarification Workshop

Strategy clarification is the first step in AchieveGlobal’s promise to help your organization move from strategy to results through people. Organizations develop strategies in response to a variety of factors, including environmental threats, poor financial results, and growth requirements. AchieveGlobal’s executive consultants strive to help executives and senior managers develop and articulate change strategies—and align human-performance improvement efforts to those strategies.

Sales Process Definition

Strategy owners will need to look closely at the organization’s processes for creating and deepening relationships with customers to ensure that they are defined, communicated, and aligned with the kinds of relationships desired. This process should include all touchpoints in a relationship—both sales and service.

Direct

Senior Sales Leaders DIRECT Sales Processes and Operations

Bridging Strategy to Outcomes®

Master and apply key interpersonal skills, fine-tuned and framed for this senior sales audience:

- Seek out, clarify, and confirm ideas and information.
- Describe organizational issues and strategy in a compelling way.
- Recognize the challenges and benefits of giving constructive feedback.
- Focus individual action on issues through feedback.
- Explore useful ideas for turning strategies into action.
- Lobby for the support and resources needed to address key organizational issues.

Audience: Leaders of other sales leaders

Classroom Session Length: 2-day workshop; also available in virtual format

Leading for Stellar Service®

This workshop is an organizational program designed for senior managers. It helps them translate strategy into actual plans, tools, and standards. It also includes foundational service concepts from a senior manager’s perspective.

Audience: Leaders of other leaders, senior managers

Classroom Session Length: 2-day workshop

Profiles in Genuine Leadership™

The core of this program is focused on the Leadership Profile, a self-assessment that measures each participant’s performance in six leadership “zones.” Participants are not only driven to analyze and celebrate their leadership assets, but they also are encouraged to consider and develop their blind spots and opportunities for improvement. They then are presented with actionable strategies to optimize the specific structure of their profiles.

Audience: All employees

Classroom Session Length: 4 hours; also available in virtual format

Develop

Frontline Sales Managers DEVELOP Salespeople

Leading Performance

Sales managers are responsible for developing the individuals on their teams to make sure that they will be capable of delivering the desired customer relationships. Managers will need collaborative coaching skills and tools in order to properly assess and develop their people on an ongoing basis.

Managing the Performance of Others™

This workshop focuses on the performance management aspects of a manager's role. The skills taught help participants prepare for and conduct different types of performance-related discussions.

Audience: Sales managers and coaches

Classroom Session Length: 2-day workshop; also available in virtual and eLearning formats

Professional Sales Coaching™

This workshop provides your sales managers and coaches with the framework, communication tools, and planning tools they need to build and maintain a winning sales team—one that generates not just revenues, but mutually beneficial, long-term business relationships.

Participants master a proven process for using collaborative coaching conversations to build a development culture that creates a high-performance sales team.

Audience: Sales managers and coaches

Classroom Session Length: 2-day workshop; also available in virtual format

Team Leadership

Sales managers must be able to effectively manage teams of salespeople, ensuring collaboration and communication and building consensus, while eliminating non-productive team behaviors such as group think.

Accelerating Team Productivity™

This workshop will help participants to focus their sales team on key results and outputs, and build energy and momentum toward achieving goals.

Audience: Sales team leaders

Classroom Session Length: 2-day workshop

Facilitating for Results™

This workshop offers participants the opportunity to develop skills to conduct productive, results-oriented meetings, no matter how complex the issue or diverse the group.

Audience: Sales managers and coaches

Classroom Session Length: 8–12 hours

Maximizing Your Supervisory Potential™

As a result of the business environment in which they operate, new—and even tenured—sales supervisors frequently find themselves performing an awkward and uncomfortable organizational balancing act. This workshop helps leaders learn to balance multiple elements of their job responsibilities.

Audience: Sales managers and coaches

Classroom Session Length: 1-day workshop; also available in virtual and eLearning formats

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Audience: All employees

Classroom Session Length: 4 hours; also available in virtual format

Deliver

Sales Representatives DELIVER Profitable Sales and Long-Term Customer Relationships

Account Management

Salespeople need skills that help them deliver on the long-term component of selling, help build relationships from sales call to sales call, and guide customers and prospects through the sales cycle. This guidance requires understanding clients' market strategies and business issues, their personal needs, and their future directions, as well as account mapping, post-sale service, and ongoing support.

Creating Stellar Customer Relations®

In order to ensure customers have a consistent experience as they interact with multiple parts of your organization, sales professionals will need to create stellar service experiences throughout the duration of the relationship.

This workshop will help provide the skills for developing the service mindset and behaviors that create customer loyalty—even after repeated service failures.

Audience: All employees

Classroom Session Length: 2-day workshop; also available in virtual and eLearning formats

Winning Account Strategies™

Participants will learn a five-step strategy for maximizing sales opportunities and relationships within key accounts.

It introduces new concepts, tools, and tactics salespeople can use to build solid, lasting customer relationships in today's competitive marketplace.

Audience: Experienced salespeople and their managers

Classroom Session Length: 2-day workshop

Sales Call Management

Salespeople require skills and processes needed to most effectively and efficiently conduct sales calls from the opening statement until close, resulting in an informed, mutually beneficial decision. What's more, salespeople need to master information exchange, overcoming customer concerns and negotiating in order to succeed in their sales conversations.

Professional Selling Skills®

This research-based program teaches selling and key interaction skills that enable you to lead mutually beneficial sales conversations with your customers—even with those who are indifferent or express concerns.

Participants will learn to become a consultative problem solver in face-to-face sales situations and take customers through the required steps of the sales cycle.

Audience: New and experienced sales professionals

Classroom Session Length: 3-day workshop; also available in virtual and eLearning formats

Professional Selling Skills® Rx

This workshop teaches participants to increase sales to demanding and time-stretched medical professionals using a powerful, consultative, pharmaceutical-specific approach.

Audience: New and experienced sales professionals, as well as their marketing and support staffs

Classroom Session Length: 1- to 3-day workshop

Professional Skills for Inside Selling™

Participants will learn to plan and execute sales conversations tailored to the inside selling environment, leading to informed, mutually beneficial buying decisions and long-term customer relationships.

Audience: Inside salespeople, business development representatives, account managers, sales managers, and supervisors who use “virtual selling skills” in working with their customers.

Classroom Session Length: 2-day program

Selling Through Stellar Service®

This workshop helps to build consistency of selling and language across the organization into support functions and others who don't see themselves as “salespeople.”

Audience: All employees

Classroom Session Length: 1- to 3-day workshop

Advanced Selling Techniques

Professional Sales Negotiations®

To build lasting, profitable client relationships, salespeople must be able to negotiate agreements that benefit everyone: the customer, the salesperson, and their organization.

Participants will learn to negotiate mutually satisfying agreements with customers, and understand how and when to negotiate.

Audience: Experienced sales professionals and sales managers

Classroom Session Length: 2-day workshop; also available in virtual format

Professional Sales Presentations™

Learn how to organize, prepare, and deliver a sales presentation to any size group. Practice effective verbal and nonverbal skills. Master support materials of any type, including PowerPoint slides, product samples, and/or handouts.

Audience: New and experienced sales professionals

Classroom Session Length: 2-day workshop

Selling in a Competitive World™

This program equips participants with the ability to use the Competitive Selling Process as a strategic asset. Participants learn to use this continuous process of analysis and execution to assess their competitive position and then apply that information within customer conversations.

Audience: Experienced sales professionals

Classroom Session Length: 2-day workshop; also available in virtual format

Market Management

Salespeople utilize skills and processes in this area to focus on managing time, territories, and prospecting efforts in order to operate efficiently and keep a full pipeline of opportunities.

Professional Prospecting Skills™

In this workshop, participants will be equipped with the skills needed to efficiently and effectively initiate new business relationships through prospecting. Specifically, participants will learn a three-phase approach to prospecting: Prepare, Contact, and Assess.

Audience: Salespeople and their managers

Classroom Session Length: 2-day workshop; also available in virtual format

Personal Leadership

Additionally, salespeople must be able to conduct their activities as efficiently as possible by concentrating on improving their productivity and operating seamlessly with (and influencing) other members of their organization.

Building Trust Under Pressure: The Basic Principles™

Building Trust Under Pressure: The Basic Principles™ addresses how current business issues affect participants' ability to achieve results and introduces a universal set of guidelines that helps transform individuals into genuine leaders.

Using The Basic Principles as a catalyst for personal and organizational success, the program drives participants to understand how the principles relate to their daily challenges and illustrates how to effectively integrate them into their own work behaviors.

Participants leave the program armed with the skills, strategies, and knowledge needed to approach business challenges from a new perspective, thereby achieving greater results for themselves and their organizations as a whole.

Audience: All employees

Classroom Session Length: 4 hours; also available in virtual and eLearning formats

Connecting With Others: Listening and Speaking™

Participants will learn new ways to listen effectively, identify and cultivate good sources of information, and master the process of encouraging people to share their knowledge.

Audience: All employees

Classroom Session Length: 1-day workshop; also available in virtual and eLearning formats

Managing Your Priorities™

This workshop helps participants to manage competing priorities and maintain high levels of personal productivity.

Audience: All employees

Classroom Session Length: 4-hour workshop; also available in virtual and eLearning formats

Problem-Solving Results: Solutions, Improvements, and Innovations™

This workshop provides participants with the skills and strategies required to find appropriate problem solutions, as well as the momentum to implement them.

Audience: All employees

Classroom Session Length: 2-day workshop; also available in virtual and eLearning formats

Profiles in Genuine Leadership™

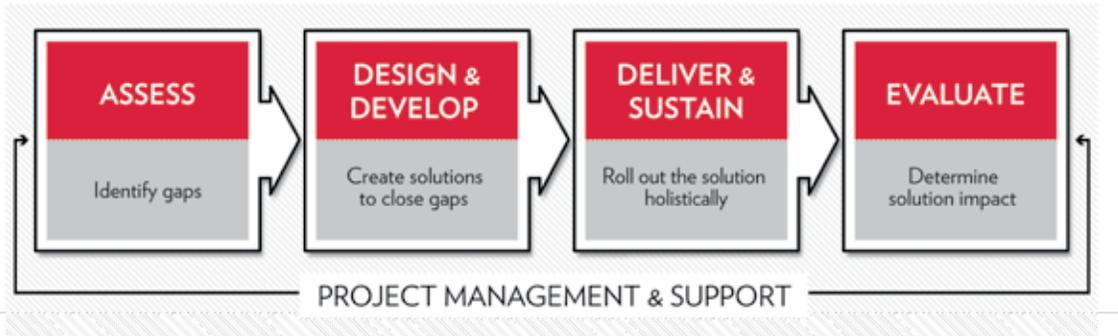
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Audience: All employees

Classroom Session Length: 4-hour workshop; also available in virtual format

The AchieveGlobal Learning Experience

How We Partner With Client Organizations:



AchieveGlobal works with clients around the world, using a flexible formula with an end goal of measurable results. Our consultative approach takes large, complex performance improvement issues and transforms them into specific, executable actions—bridging the strategic to the tactical in ways that generate results. The process we use when engaging with clients is outlined below:

Assess

We provide services to help clients identify the current state of performance, the desired/future state, as well as the root causes for the gaps between the two issues. These can include organizational assessments conducted by our executive consultant team, individual/behavioral assessments that can be conducted on a 360° basis using our Metrics That Matter™ measurement platform and, predictive assessments offered through alliance partners and geared toward specific situations like selection.

Design & Develop

Once the performance issue has been identified, we design and develop an appropriate solution. This runs the gamut from off-the-shelf training, Made-To-Order services (a rapid and cost-effective customization offering), assembling multi-modality blends of content, highly customized programs, and even human-performance consulting engagements (job profiling, competency modeling, curricula consulting, and more).

Deliver & Sustain

Our delivery team has unparalleled experience in both training learners and certifying client trainers for delivery. In addition, we have developed a Sustainment Roadmap that helps provide the guidance needed to ensure that the learning solution is deployed effectively and successfully drives change.

Evaluate

Evaluation services allow our customers to measure the impact that our solutions are having on their performance gap. These services leverage our Metrics That Matter™ measurement platform and include a range of Level 1 through 5 options.

Project Management & Support

Our project management resources use a robust project methodology and tool set to drive initiatives from project kick off through to on-time, in-scope, on-target deliverables.

About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions — globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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