



Increase Your Sales Potential With OPM Training

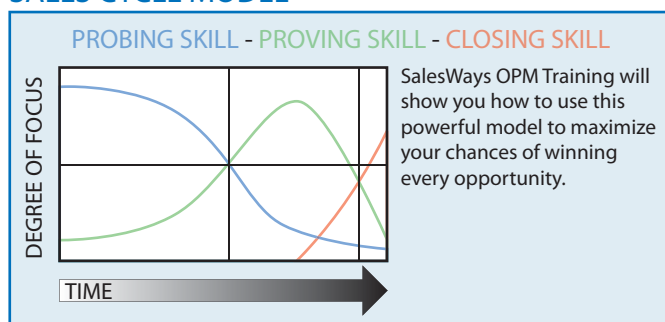
What is it that makes the difference between sales success and mediocrity? Is it a drive to succeed? Is it routine lectures on the importance of organization and communication? Is it the preaching of firm product knowledge, or is it simply a matter of acquiring the best sales automation system available? Truthfully, none of these will guarantee that you can even keep up with your opportunity portfolio. Sales success hinges on ways to rediscover the fundamentals of selling.

An established sales methodology is the driving force of any overachieving sales team. Salespeople require solid fundamentals that outline a proven procedure to reach their goals and should inculcate the salesperson with positive, repeatable habits that can be called upon time and time again. SalesWays has scrutinized over many successful and failed sales cycles and divided them into phases governed by particular sets of skills. This method, along with a simple but powerful analytical framework, guides salespeople in examining their opportunities in real-time as they evolve. **This is how salespeople become more effective and more efficient.**

SalesWays OPM not only delves into the elements of the sales opportunity and sales process but develops ideas and tools to characterize and manage a typical opportunity load while encouraging salespeople to apply their knowledge to make winning habits a regular part of the working day. **This is how to breed consistent sales success.**

- ➔ Secure repeatable, measurable, and effective sales cycles.
- ➔ Empower yourself to make the most out of each sales cycle within the context of the entire opportunity portfolio.
- ➔ Scale your opportunities to fit the model that establishes important information about where to start while providing intelligent feedback on what particular skills to use, when, and how.
- ➔ Analyze the critical role of environmental factors that may influence how you pursue each opportunity.

SALES CYCLE MODEL



With a solid understanding of the fundamentals, your sales team will also receive the tools they need to apply their knowledge. These tools incorporate the processes that the team will master into easy-to-use software to manage the opportunity portfolio. This component of the course combines revolutionary selling techniques into familiar technology to make best use of your precious resources. This is the SalesWays advantage. **At the end of the day, this is what makes the difference between winning and losing.**

SalesWays OPM brings revolutionary ideas, proven techniques, and accessible technology together to help you organize your opportunity portfolio and win more sales.

Training Objectives

- ➔ **Create a heightened awareness of the sales opportunity and its significance in success in sales.**
You will increase the number of opportunities in your portfolio and create more time to work on each opportunity.
- ➔ **Recognize when the sales cycle has begun and apply a disciplined approach to selling as the sales cycle progresses.**
You will increase the chances of selling more effectively against the competition.
- ➔ **Effectively predict future success in winning opportunities.**
Your forecasting will become more accurate and you will be more aware if your portfolio needs work now to guarantee secure sales in the future.
- ➔ **Use new metrics to measure the value of an opportunity and to grade it in your portfolio.**
You will use your time more effectively by avoiding wasteful effort on low value opportunities and concentrating on the ones that you can win.
- ➔ **Recognize the way the three basic skills of selling are used in the sales cycle.**
Using your skills in a measured way against the natural evolution of the sales cycle will guarantee higher close ratios with your opportunities.
- ➔ **Define your process of selling in terms of the critical opportunity focused interactions with the customer during the sales cycle.**
Provides a stable platform to execute preplanned strategies to win more sales.
- ➔ **Creatively develop sales strategies driven by your company's vision and values, the unique environment of a specific opportunity, and the logical progression of the selling process within that opportunity.**
You will increase the number of opportunities in your portfolio and create more time to work on each opportunity.
- ➔ **Take stock of your position in the sale by checking your performance against the fundamental science of selling.**
You will be able to "test" your gut feel against a structured, systematic check list of proven sales tactics.

Workshop Outline

Part 1 – Dissecting the Sale

Part one will look closely at the sales process and lay out some important terms. It will show that there are two distinct styles of selling, and challenges you to establish which style you are naturally most comfortable with. We will look at what happens within and outside of the sales cycle to see how adjusting style in selling becomes a very important exercise.

Part 2 – Building the Sales Model

In Part Two we show how the buying process dictates the sales process and how the sales process naturally follows a three phase progression in reaction to the buying process. We use this together with material from Part One to build a model of the sales cycle and what happens in it.

Part 3 – Characterizing the Opportunity

In Part Three we look at the Opportunity Portfolio and the problems associated with managing it. We lay out a way of assigning value to the opportunity, which gives us a way to prioritize our effort to the best advantage.

Part 4 – The Sales Environment

In Part Four we look at factors in the sale that determine our strategies for winning and how we can test our gut feel on Probability and Priority against proven principles of selling.

Part 5 – Strategy, Tactics and Process

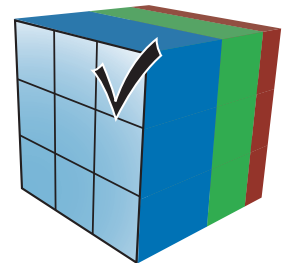
In Part Five we look in more detail at sales process and the tactics and strategy that must be layered over in order to win the sale.

Expert Profile

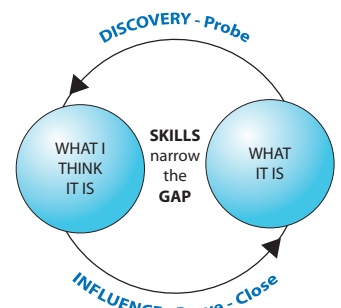


Jim Baston
BASTON, BARNET & ASSOCIATES INC.

Course facilitator Jim Baston's experience encompasses 30 years of sales, marketing, and operational experience at all levels within the products and services sector. Prior to founding BBA, he was a divisional GM within a \$100+ million service and contracting company. Jim holds an MBA from the University of Toronto and has lectured on marketing management and strategic planning at Seneca College in Toronto. Jim is currently a member of the Canadian Association of Management Consultants and the Canadian Society for Training and Development.



The 27-point priority cube – SalesWays OPM Training will show you how to use this tool to establish priority and probability for your entire opportunity portfolio.



Knowing how to influence your sales environment is the key to getting more sales