

# SALES TRAINING AND DEVELOPMENT FOR TEAMS

Customized approach to elevating your team's effectiveness



## Impact

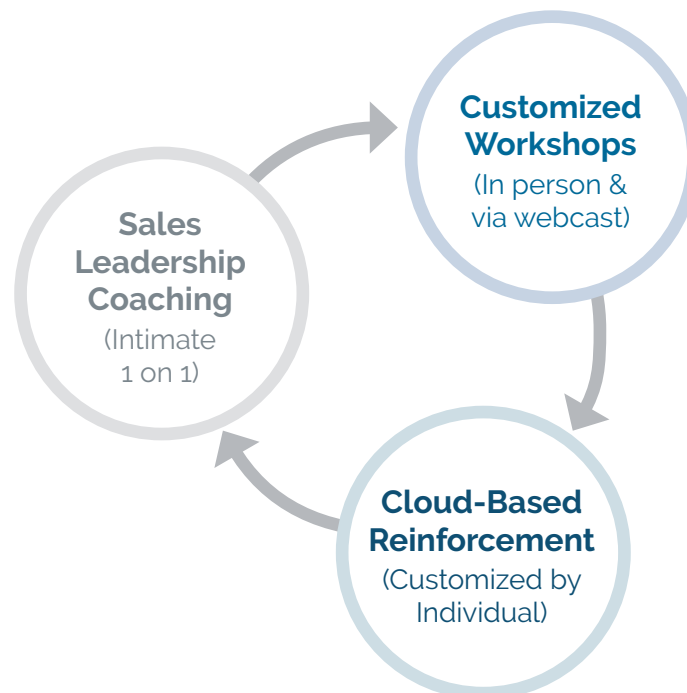
High impact one-day training has little equity. It's like getting a drink of water from a fire hydrant. Most of it runs off and evaporates in a short time. Much like reading a book or going to the movies. It's more entertainment than an effective vehicle for change.

## Reinforcement

Have you ever read the same book or seen the same movie more than once? Chances are you picked up on something the second time that you didn't notice the first time. Reinforcement training provides opportunity for clarity and real world application. This is when true change comes about.

## Ownership

My guess is that you didn't have to tell yourself to look in the rearview mirror the last time you drove. It was automatic. Ownership occurs when you don't have to consciously think about what you are doing. This takes time, effort and learning the right lessons from failure.



## SALES CURRICULUM

- ▶ Account Development Strategies
- ▶ Always, Sometimes and Never
- ▶ Behavior Profile
- ▶ Corporate Messaging
- ▶ Covenants
- ▶ Emotional Discipline
- ▶ Goal Setting
- ▶ Meetings
- ▶ Money, Money, Money
- ▶ Need for Approval
- ▶ Negotiation
- ▶ Overcoming Personal Weaknesses
- ▶ Prospecting
- ▶ Purchasing Habits Impact on Sales
- ▶ Qualifying
- ▶ Questions and Discovery
- ▶ Relationship Building
- ▶ Rules for a Proactive Day/  
Time Management
- ▶ Sales 2.0
- ▶ Using a Sales System
- ▶ Supportive Beliefs in Sales

## What to Expect from Partnering with Braveheart

- More effective prospecting
- Higher comfort level in the sales role
- Weeding out non-buyers earlier
- More effective team selling
- A shorter selling cycle
- Higher closing ratios
- Lower cost per sale
- Less discounting
- Higher activity level per person
- Better internal communication
- Overall increase in morale
- More accurate forecasting
- Better relationships with clients and prospects
- Higher payoff from product knowledge training

“ Through a variety of efforts, we have increased both the average installation revenue per rep and the average RMR sold per rep considerably over last year. Braveheart has helped us upgrade our sales team to achieve this improved efficiency and increased effectiveness. ”

— Brian Duffy, Per Mar Security