

# What is the Best Way to Increase Sales?

By increasing the effectiveness of sales teams

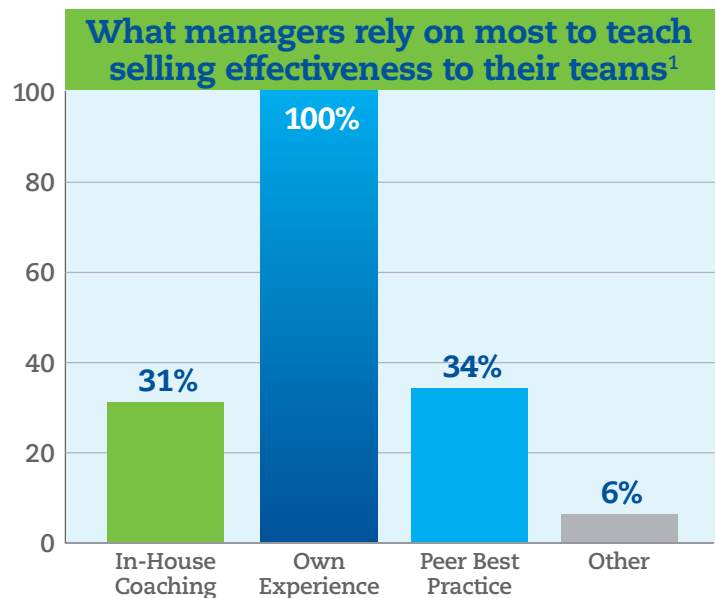
## PATHWAYS for Success

### PATHWAYS FOR SUCCESS Increases Selling Effectiveness

- Focus on developing one skill at a time over a 12 week period
- Learn by doing
  - Minimal time investment in learning the concepts; about 1 hour per lesson for each of the 4 modules
  - Maximum emphasis on doing; apply the learning in sales conversations with customers
- Experience-oriented learning transferable to real-time situations
- Practical advice and examples make it easy to build skill expertise
- Positive reinforcement as sales representatives begin to apply the learning
  - They experience the difference in how customers respond and are engaged
  - They see the impact in increased sales results
- Reference Guide keeps concepts top of mind

### Why Managers Choose PATHWAYS FOR SUCCESS

- Managers view the lessons as helpful tools to increase selling effectiveness
- Managers can track and reinforce progress
- Manager's Reference Guide fosters discussion and skill development during field visits
- Leader's Guide contains specific examples of how to coach to that selling skill
  - Available in both print and audio



Sales representatives are clamoring for help to improve their selling effectiveness<sup>2</sup>

- 89% of sales representatives want more coaching from their managers

<sup>1</sup>Survey results available on the Delta Point website, research section: <http://www.gottochange.com/delta-point-research/>

<sup>2</sup>"Insight for More Excellent Sales Management in 2013", November 17, 2012, post on blog "Selling Power", <http://salesleadershipblog.sellingpower.com/>, accessed April 2014

## Engage Customers with Your Opening

Customers will listen to sales representatives for about 30 seconds before their attention wanders—unless they are engaged.

- Build effective openings to capture your customer’s interest using mystery, surprise, or curiosity
- Learn why it’s better to focus your dialogue on what your customer wants to discuss
- Continue to build on previous conversations to advance the sales process

## Closing to Gain Commitment

Learn how to ask for commitments that are a natural end to the sales conversation.

- Close more effectively by asking for smaller, incremental commitments
- Understand the value of two types of closes: sensory trial close and commitment close
- Gain a commitment for action at the end of each sales conversation

## The Art of Questioning

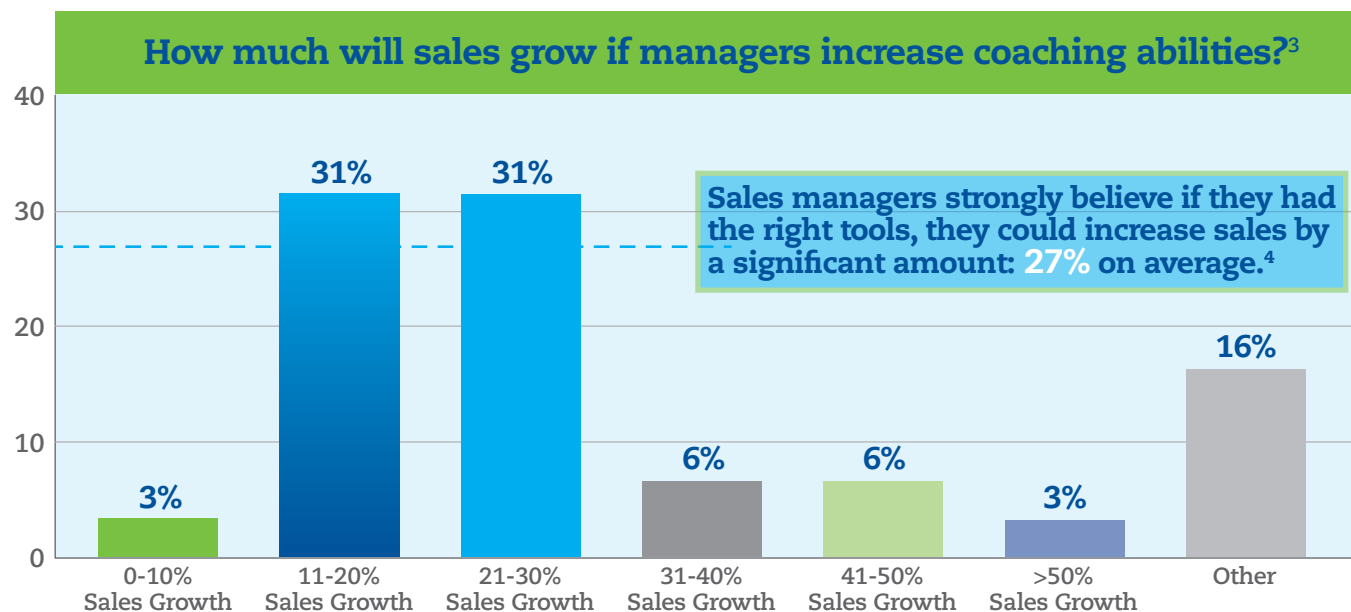
Learn the art of building questions and asking them in the right way.

- Ask questions that get your customer to think, be engaged in the conversation, and open to your ideas and solutions
- Build effective questions utilizing Intent, Content, and Condition
- Utilize the 5 Critical Questions as the foundation to building more effective dialogue

## Valuable Business Relationships

It’s not who you know, it’s who trusts you.

- Quickly and efficiently build and leverage meaningful business relationships
- Build business relationships with anyone, even those you don’t naturally connect with
- Learn how to assess the quality of your business relationships



<sup>3</sup>Survey results available on the Delta Point website, research section: <http://www.gottochange.com/delta-point-research/>.

<sup>4</sup>Ibid.