

WHITE PAPER - SALES TRAINING AND SALES SKILLS ENHANCEMENT

Thursday January 7th, 2010 by Dick Butz, Founder Career Consultant Group



We surveyed Central Indiana sales executives and asked “What’s Keeping You Awake At Night As It Pertains To Sales Performance?” They responded:

- “Our sales people did well in good times, but are now having trouble selling in this difficult economy. They are getting hit with bad news; customers are buying price only; margins are shrinking; and our competition is keen. We need a sales training program that will enhance their skills, increase sales revenues, margins, and market share?”
- “We send everyone to sales training but we are not getting the results we expected. We are not getting a good return on our sales training investment. Is our program the one we really need to outperform the competition?”

In this white paper, we will provide you with answers to the issues that are keeping these sales executives awake at night, and we will show that by forming a strategic partnership with CCG to bring science and defined methodology to your sales training program, you should expect a quantifiable, short term return on your investment of 8% to 15% or \$40,000-\$60,000 per sales person, with the potential to increase sales revenues by millions of dollars longer term!!

SUCCESSFUL SELLING IN TODAY'S MARKET REQUIRES A NEW APPROACH TO SALES TRAINING

Sales Leaders know that when sales goals are not being met, most customers are buying less, margins are shrinking, market share is being lost and there is great pressure on their sales team to sell price in order to hold on to their customers. Often, there are more excuses than solutions!



OBSERVATIONS ABOUT SUCCESSFUL SALES LEADERS

CCG has observed that sales leaders, who are not achieving their sales goals, attribute some of their failure to [a] they do not have enough sales people who can prosper in this challenging climate and [b] their in-house sales training programs, or expensive training programs that were purchased from outside vendors, have not delivered the desired results.

What Are Successful Sales Leaders Doing About Sales Training? To achieve revenue, margins and market share goals, successful sales leaders, who do well in any business climate, invest in “results driven” sales training programs that are designed to:

- **Move their sales team from feature, benefit, price selling to customer needs focused, relationship selling to achieve a quantifiable increase in sales.**
- **Take market share from their competition.**
- **Emphasize value pricing that result in higher margins and increased revenue per sales person.**

Smart sales executives know there are going to be market share winners and losers and they position themselves, through sales training, to gain a competitive edge over their competition by outperforming them in sales. There is no other division of the company where the return on the investment in training is easier to quantify.

STARTING POINT – DEFINE SALES TRAINING GOALS: Whether you are currently using an in – house sales trainer, using a sales training program from a vendor that has not been effective, or are considering purchasing a new sales training program, it is critical to sort through the effectiveness of these programs and quantify the return on investment you are currently getting or will get from this investment. Before you can do that, it is important for you to quantify and define your goals for sales training, and what would be best for the organization, by answering the following questions:



DEFINING SALES TRAINING NEEDS

- **Product Training**
- **Sales Motivational Training**
- **Sales Training**
 - **Customer Needs Focused Selling**
 - **Selling Around Price - Getting Higher Margins**
 - **Overcoming Objections**
 - **Improving Closing Percentages**
 - **Better and More Long Term Customer Relationships**
 - **Increasing Market Share**
 - **Enhancing the Sales Skills of Experienced Sales People**
- **Developing Sales Managers Coaching Skills**
- **Others**

NOTE: Rank them in order of importance.

AN EIGHT STEP HOLISTIC APPROACH TO SALES TRAINING

We at Career Consultants Group do not consider sales training to be a one time “event” but rather a highly defined methodology that accomplishes the following three goals:

- 1. Increases the efficiency and productivity of the sales person both short and long term.**
- 2. Quantifies the effectiveness of the sales person and the sales manager in implementing the sales training.**
- 3. Generates a very high return on the investment made in the training process.**

To achieve these three goals, we recommend the following eight step approach to results focused sales training:

- 1. Chally Sales Assessment: A world wide leader in sales assessment, we utilize Chally assessment not only have the right people in the right jobs but we are investing our training dollars wisely.**
- 2. Product Knowledge Training.**
- 3. Integrity Selling: One size does not fit all. As most of you know, there are dozens of selling systems and sales motivators around. Based on my research, if you are truly interested in achieving your vision and business goals to outperform your competition and want a customer centric sales training program, there is none better than Integrity Selling!!**
- 4. Fundamentals of “Needs Focused, Values, Solution Selling” .**
- 5. Customized Sales Training Manuals and Training – Organization Focused**
- 6. Sales Manager Leadership Training - Coaching**
- 7. Annual Sales Refresher and Skills Enhancement Training**
- 8. Metrics – Sales People and Sales Managers**
 - Evaluations – Multi Raters on Sales Manager Performance**
 - Evaluations – Multi Raters on Sales Team Performance**
- 9. Metrics – Quantifiable Financial Return on Training Investment**

HOW DOES A HOLISTIC APPROACH TO SALES TRAINING DIFFERENTIATE CCG FROM OTHER SALES TRAINING ORGANIZATIONS?

- + We bring science and defined training methodology to a company's most important assets ... its leadership team and its sales organization.**
- + We raise the standards of performance of a company's current leadership training and sales training to TQM and Six Sigma levels, which result in a significant increase in efficiencies, productivity and revenues.**
- + We assure a good return on every training dollar you invest [ROI]!**

QUESTION – WHY INTEGRITY SELLING? : Why does Career Consultants Group recommend Integrity Selling Systems over other sales training programs?

Dr. Steven Covey, author of The 7 Habits of Highly Effective People said “WOW! This integrity selling training and coaching material is a "10"!

- + Integrity Selling is a 40 year old performance improvement company employs a unique process for leveraging the power of integrity to help its clients establish a competitive advantage.**
- + Integrity Selling brings a defined methodology to a company's sales training program that will help assure it achieves its business goals to outperform their competition.**
- + Integrity Selling, when combined with CCG's sales leadership coaching programs, helps raise the standards of performance of a company's current leadership team and sales organization to TQM and Six Sigma levels, which result in a significant increase in efficiencies, productivity and revenues.**
- + Successful implementation of the Integrity Selling solution helps assure a very good return on the investment [ROI] you made in this program!**



QUESTIONS: How should I measure the results of my current sales training program or one that I might purchase from a vendor?

ANSWER: Do not keep spending money on current sales training programs, or invest money in any new sales training, that does not quantify a significant return on the investment you made.

Your investment should:

- **Pay for itself within three to four months after initial training.**
- **Increase revenues at least 10% and market share of up to 20% the first year!!**
- **Help you gain a competitive edge over your competition.**
- **Dramatically improve the effectiveness of your Sales Manager in implementing the new sales system**

For more information contact Richard Butz, Founder
317-264-4164 or email him at rbutz@cciindy.com