

Sales Revolution

Two Year Leadership Sales Program

Sales Revolution is challenging with plenty of review and skills practice. Salespeople in will practice what they learn so they can reproduce these skills in the heat of battle.

Salespeople come away with professional level sales skills in all areas of sales greatness. Salespeople get a ‘Classical’ education in sales, learning from great sales masters and positive thinkers.

The power of ongoing training is in reinforcement. Salespeople learn sales skills and these skills are reinforced through practice. While salespeople are always learning new skills, they are also reviewing skills already learned. Through practice and reinforcement salespeople make these skills their own.

Every group will have different needs, a different pace. We customize our programs to the needs of your group.

Above all, salespeople learn to apply this learning to their day to day, call by call sales presentations. Reality Sales Training gives sales people the skills to sell and succeed!

Sales Revolution

Two years

I. Ongoing Tasks

- Daily Call List
- Ongoing Sales Activity Charting
- Twenty Offerings Per Day
- Weekly Market Analysis
- New Accounts Log
- Attendance

II. Assignments

- Scripts
 1. Prospecting
 2. Inquiry
 3. Closing
 4. Down Market
 5. Up Market
 6. Volume
 7. Contracts and Charting
 - Excellence in Sales Contract
 - Weekly Grid
 - Goal Setting , Action Specific, Written
 - Five Year Plan
 - 80/20 Analysis of Accounts
 - Total Target Account Base
 - Reading

III. Tests and Evaluations

- Role Plays
 1. Prospecting
 2. Inquiry
 3. Closing
- Matching
- Listening
- Readings
- Five Year Plan

IV. Books to Read

- How to Win Friends and Influence People
- Sales Magic
- Soft Sell
- Mind Read Your Customers
- The Power of Persuasion
- Swim with the Sharks
- The E-Myth
- Selling Lumber

1st Quarter

Reading: How to Win Friends and Influence People

1. Intro
2. Scripting: Planning for success in your first call
3. Prospect Call
4. Prospecting practice
5. Review “How to Win Friends and Influence People”.
6. Inquiry
7. Inquiry practice
8. Evaluation: Prospect Call
9. Evaluation: Inquiry Call

2nd Quarter

Reading: Sales Magic

1. Full Disclosure Selling
2. Full Disclosure Selling
3. Closing
4. Closing practice
5. Closing practice
6. Review Sales Magic
7. Evaluation: Full Disclosure Selling
8. Evaluation: Closing
9. Evaluation: Closing

3rd Quarter

Reading: Soft Sell

1. Selling Volume
2. Practice Selling Volume
3. Increasing Margins
4. Practice Increasing Margins
5. Selling in Up and Down Markets
6. Review Soft Sell
7. Review: Inquiry and Closing
8. Evaluation: Selling Volume
9. Evaluation: Selling in Up and Down Markets

4th Quarter

Reading: How to Mind Read Your Customers

1. Listening
2. Personality Types
3. Three Levels of Customer Involvement
4. Leadership and Salesmanship
5. Leadership Speech
6. Review “How to Mind Read Your Customers”.
7. Evaluation: Personality Types
8. Evaluation: Leadership Speech
9. Evaluation: Leadership Selling

5th Quarter

Reading: E-Myth

1. Time Management
2. Account Management
3. Account Management
4. Your Three Employees
5. Action Specific Goals
6. Action Specific Goals
7. Vision Statements, Values and Goals
8. Review: Power of Persuasion
9. Evaluation: Inquiry to Closing

6th Quarter

Reading: Swim with the Sharks

1. Five Year Plan
2. Five Year Plan
3. Discuss Swim with the Sharks
4. Team Interaction
5. Five Year Plan Preview
6. Evaluation: Five Year Plan
7. Evaluation: Five Year Plan
8. Evaluation: Five Year Plan
9. Evaluation: Five Year Plan

7th Quarter

Reading: Power of Persuasion

1. Negotiating Tactics
2. Negotiating Tactics
3. I'm the Boss!
4. Review: Margin Creation
5. Review: Account Management
6. Review: E-Myth
7. Evaluation: Prospecting
8. Evaluation: Margin Creation
9. Evaluation: Selling Volume

8th Quarter

1. Review: Prospecting
2. Efficiency, Systems and Desk organization
3. Review: Inquiry and Needs Analysis
4. Review: Closing
5. Review: Closing
6. Review: Leadership Speech
7. Evaluation: Prospecting
8. Evaluation: Leadership Speech
9. Review sales progress

Sales Revolution: Goals and Results

Management goals and results

- **Complete understanding of sales force strengths and weaknesses**
- **Weeding out of non-productive, “bad-apple” salespeople faster**
- **Culture building. Since we work closely with you on content and presentation, you will have control over the kind of culture you are building.**
- **Team building. Sales training is a group experience that builds sales teams.**
- **Valid (additional) tool for performance review**
- **Increased sales and margins**

Sales goals and results

Salespeople will learn:

- **Their competitive advantage**
- **How to Prospect for Profitability**
- **How to turn “Needs Analysis” into Closing opportunities**
- **New techniques to Close more sales**
- **To solve the number one problem in Closing**
- **How to Increase margins**
- **How to sell volume**
- **How to avoid and solve claims**
- **How to sell in up and down markets**
- **How to listen, what to listen for, and how to keep a conversation going**
- **To communicate with all personality types**
- **To communicate in and through difficult situations**
- **To communicate with their co-workers**
- **How to sell customers as business partners**
- **How to stop selling as an adversary**
- **To negotiate effectively**
- **How to speak and sell like a leader**
- **Time management**
- **Account management**
- **How to think and plan for a better career in sales**