



Developmental Program for Salespeople

- 1. Position Profile:**
 - a. Who can sell our products/services?
 - b. What are we tasking them to do?
 - c. What are the benchmarks for performance?
- 2. Compensation Plan:**
 - a. Performance expectations
- 3. Personal Goal Plan:**
 - a. In your personal life, what do you want and by when?
- 4. Our Accountability Program:**
 - a. Behavior performance expectations
 - b. Sales funnel
 - c. Reports required
 - d. Meetings required
- 5. The Company, Who We Are and What We Do:**
 - a. Company history
 - b. Key people and positions
 - c. Market position
 - d. Value proposition
 - e. Geographic boundaries
- 6. Our Customers:**
 - a. Ideal customer profile: Who buys, why they buy, how we are perceived, the value created by our solutions and their satisfaction with that.
 - b. The customer: How they think, how they see their business, what issues they face, market and industry trends
- 7. How we Develop New Business - Our Opportunity Management Process:**
 - a. The salespersons plan for time and territory management
 - b. Target markets
 - c. Number of business opportunities needed to hit objectives
- 8. Diagnostic Engagement Protocol:**
 - a. Discovery process
 - b. Key players
 - c. Areas to be diagnosed
 - d. Questioning process
 - e. Post-call debrief/qualifying checklist

- 9. Personal Business Goal Plan:**
 - a. Consists of financial goals
 - Weekly, monthly, quarterly, annually
 - b. Needs to support the corporate business plan
 - c. Quantity of activity needs to obtain objective
 - d. Quality of the opportunities
- 10. Our Solutions:**
 - a. Features and benefits
 - b. Learn the “pain indicators” present themselves in the absence of your solutions
 - c. Specific departments and job responsibilities in which to look for the pain
 - d. Connecting solutions to customers’ business drivers
- 11. Can You Now Develop Business?**
 - a. Prepare and initiate new engagements
 - b. Set qualified diagnostic appointments
- 12. Diagnosing the Customer’s Situation:**
 - a. Debrief to see their understanding of the customers situation
- 13. Cost of the Problem:**
 - a. Extending diagnosis to the establishment of problem consequences
 - b. Calculation of the problem’s direct, indirect and lost opportunity financial impact
- 14. Seen as the Problem Solver:**
 - a. Link solution options relevant to the problems, it’s total cost, the client’s expectations, change and the investment they are willing to make to achieve their expected outcomes
- 15. Proposing an Effective E Solution:**
 - a. Translating customer’s expectations into a compelling solution
- 16. Presenting Effectively**
 - a. Reading and understanding your audience and personal presences skills