

SalesXtra



Membership



MEMBERSHIP

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Membership Introduction

Welcome to SalesXtra Membership, the world's leading online interactive sales training system.

The purpose of SalesXtra is to assist our members to develop "Performance Oriented" sales teams that consistently Obtain, Maintain and Develop "High Quality" business **BETTER** than any of their competitors.

Stimulating & Interactive, SalesXtra has a 25 year Global success track record in building "HIGH PERFORMANCE" sales teams that consistently OUTPERFORM their competitors.

Just Imagine having systems for Selection, Induction, Training & Development, and Performance Management at your fingertips 24/7/365, that have consistently proven to:

- ◆ Improve the performance and productivity of even the very best salespeople.
- ◆ Send Revenue & Margins soaring UP and drive costs DOWN.
- ◆ Dramatically impact business profits.
- ◆ Create an absolutely UNFAIR advantage in selecting & developing better people.
- ◆ Produce a culture of "Winning on Purpose".



- **It doesn't matter** if your team is highly experienced or raw recruits
- **It doesn't matter** if your team is B2B, Direct Sales, or Internal
- **It doesn't matter** if you already have the most sophisticated and complete training system

The SalesXtra System **will** work for you..... Nobody does it better.

Contact us today and discover how we can boost your sales performance.

SalesXtra is a unique Membership system that greatly increases your opportunities to boost sales performance. Membership provides you with 12 months of low cost, high value access to the world's No1 on-line sales training system.

You will receive all the tools, strategies and systems you will ever need to build a high performance sales team and develop a culture of winning on purpose.

When you combine brilliant new ideas, productivity systems, proven mentoring strategies and the amazing eLearning interactive multi-media library, the result is a world class, cost effective mentoring and coaching program.

Membership provides you with a complete system to attract, motivate and develop better salespeople. Better salespeople make better decisions, negotiate better business, at better margins.



Membership provides you with access to all the personal development and training systems you will ever need to raise every member of your sales team to the eXtreme profitability level.

SalesXtra Membership is a great way to add flexibility to your training budget.

Becoming a member of the SalesXtra system means that you will have:

- ◆ 12 months of low cost, high value access to the world's largest multi-media on-line sales training system.
- ◆ A complete system to attract, motivate and develop better salespeople.
- ◆ A suite of profiling tools to assess Attitude, Aptitude, Sales Competency and Leadership potential.
- ◆ Unique Mentor Workshop system to develop "High Performance" Sales Teams.
- ◆ The tools to "FAST TRACK" your sales team to full profitability.
- ◆ The world's most advanced interactive training system to dramatically increase the quality of business generated.
- ◆ Direct communication with a Membership Support Coach.



To have a successful, vibrant and highly productive sales team, only requires you to complete four steps, each under your control:

- ◆ Selection
- ◆ Induction
- ◆ Training & Development
- ◆ Performance Management

If you master these four steps you will automatically succeed.

Why? Because there are no other variables!

Of course, the challenge is that you must master **ALL Four** steps.

Most resources specifically address only one, or at best two of the steps.

To build a truly successful High Performance Sales Team, you need a comprehensive, cohesive methodology that works across all four steps.

We include all 4 steps in your SalesXtra Membership.

These 4 steps help to eliminate the **7 Key Reasons** why salespeople fail to reach their full potential or fail completely. These are:

- ◆ Poor selection
- ◆ Induction not geared to Key Success Behaviours
- ◆ Unstructured sales processes
- ◆ Low competency and productivity
- ◆ Inadequate leadership & performance management
- ◆ Lack of management systems for sales territory & pipeline management
- ◆ Antiquated new business development systems



SalesXtra Membership Support

Members are supported through a network of SalesXtra Coaches strategically located throughout the USA, United Kingdom, Europe and Asia Pacific.



Your SalesXtra Support Coach will contact you directly within 24 hours of you becoming a member. They will agree with you the level of support required and discuss the membership options available to meet your unique development needs.

Support Options:

- Email Course Guidance
- Telephone or Skype video Consultancy
- In-House Train-The-Trainer / Coach
- In-House Facilitated Workshops
 - Building a High Performance Sales Team
 - P.R.I.S.M. Solution Selling
 - Negotiating For Profit
- Sales Development Specialist
- Specific Consultancy Projects

SalesXtra Coaches are highly skilled in implementing the components of the Membership System; they will work with you to maximise the potential of your membership in 3 easy phases:

Phase 1 gets your membership off to a flying start.

Your SalesXtra Coach will help you to become familiar with the Assessment Centre:

- ◆ Analysis profiles
 - Leadership Style
 - Professional Selling Skills
 - Selling Style
 - Negotiation Style
 - Motivational Drives
 - Behavioural Style
 - Personal Needs
- ◆ Creating Ideal Job profiles
- ◆ Implementing the Selection Resources tools:
 - Interviewing skills
 - 165 Sales Behaviour Interviewing Questions
 - Templates
 - Defining The Position
 - Testing
 - Reference checking
 - Acceptance
 - Rejection
- ◆ Applying strategies from the Leadership course "Building a High Performance Sales Team" featuring the 8 Sales Dogs.

Phase II puts what you have learned so far into practise.

A complete profile of the current sales team is obtained through the Assessment Centre and 112 Performance Management Sales Behaviours.

You are now ready to press the **GO** button and set your profit machine to work for you.

Phase III Introduces eLearning and the Mentor Support Workshops to your sales team, closely followed by the Performance Management system of Sales Behaviours.

Involve everyone in the organisation:

- Management
- Sales
- Advanced Salespeople
- Negotiators
- Sales Support
- Office Staff

eLearning courses may be accessed on any computer using the password supplied.

The Assessment centre will have identified the level of development each individual has attained and a unique plan can be implemented to raise every salesperson's performance to the eXtreme profitability level.

You now have the complete system to develop a culture of winning on purpose and a proven route to building a better business with better people.



Membership

The ultimate system to develop "Performance Oriented" sales teams that consistently Obtain, Maintain and Develop "High Quality" business **BETTER** than any of their competitors.

- 7 Interactive Assessment Centre Profiles
- 41 Multi-Media and Mentor Workshop Courses
- 112 Performance Management Sales Behaviours in 12 sections
- 6 sales Tools

Membership is an Enterprise license.

An Enterprise license is granted for anyone directly employed by, and to work for and within, that entity. The Enterprise Membership is licensed to the Enterprise IP Address.

The license provides unlimited access for 12 months from date of membership.

Membership provides:

- 1 x eLearning Executive Password
- 1 x Assessment Centre Executive Password
- 2 x eLearning Management passwords
- 2 x Assessment Centre Management passwords
- 10 x eLearning User Passwords
- 10 x Assessment Centre User Passwords

The Assessment Centre and eLearning operate on unique data base system and information from one section cannot be transferred to another. The data base has 3 access levels:

Executive Access:

This password provides access as the overall data base controller. Executive access allows the data base controller to set-up management groups and participants.

The Executive password provides access to the reports from all management groups.

Management Access:

There can be multiple Management passwords assigned by the Executive.

The management password provides access to a specific management group and allows the manager to:

- Enter new participants into the database
- Control access and speed of learning
- View and print reports on individuals within the management group

User Access:

There can be multiple USER passwords for each management group.

This password provides access to the Assessment Centre profiles or eLearning courses as directed by the management password.

The User password is locked to the IP Address of the first access.



Assessment Centre

10 x User Licenses supplied with Membership.

Leadership Style
Professional Selling Skills
Selling Style
Negotiation Style
Motivational Drives
Behavioural Style
Personal Needs
Bonus:
Unlimited Access:
<input type="checkbox"/> Building a High Performance Sales Team <input type="checkbox"/> Selection Resources

For a full description of the Assessment Centre please download the Assessment Centre eBook.
[Home Page](#) / [Selection Resources](#) / [Print eBook](#).

eLearning

All eLearning courses in the SalesXtra suite are available to Members. The Management password controls the rate of access to participants to ensure correct learning standards. Each licensed user has unlimited access for 12 months from date of membership. Each User password is licensed to the IP Address of the first access.



Management Courses

Building a High Performance Sales Team
 Peak Performance Leadership
 Setting Standards of Performance
 Selection Resources
 The Money Game

Basic Sales

The Journey To TOP DOG
 Self Assessment & Objectives For Growth
 Turning Telephone Enquiries Into Sales
 Matching Benefits To Needs
 Dealing with Difficult Situations
 Control With Questions Mentor Workshop
 Sell Concept Before Product Mentor Workshop
 Telephone Prospecting
 Profit Improvement Strategies

Advanced Sales: P.R.I.S.M. Solution Selling

P.R.I.S.M. Solution Selling Introduction
 P.R.I.S.M. Situational Intelligence
 Maximise Sales Pipeline
 Go Forward Checklist
 Positioning With the Buying Influencers
 Positioning With the Buying Influencers
 Mentor Workshop
 Interpersonal Selling Skills
 Interpersonal Selling Skills
 Mentor Workshop
 Set The Meeting Agenda Mentor Workshop
 P.R.I.S.M. "WOW" Positioning Statement
 Mentor Workshop
 Tactical Probing Skills
 Tactical Probing Skills Mentor Workshop
 Orienting Questions Mentor Workshop
 Problem Questions Mentor Workshop
 Expansion Questions Mentor Workshop
 Need Satisfaction Questions Mentor Workshop
 Pre-Commitment Strategy Mentor Workshop
 Explore Solution Options Mentor Workshop
 P.R.I.S.M. Pre-Proposal Strategy Mentor Workshop
 The Total Performance Salesperson

Negotiating for Profit
Building Business Partnerships
The Competitive Buying Negotiator
Buying Negotiators Personal Workshop
The Collaborative Sales Negotiator
Collaborative Sales Negotiation Strategies Mentor Workshop
Negotiating For Profit
Sales Support
S.U.P.E.R.B. Customer Service
Also Recommended for Sales Support
Interpersonal Selling Skills
Turning Telephone Enquiries Into Sales
Dealing with Difficult Situations
Profit Improvement Strategies
Sales Tools
<input type="checkbox"/> Electronic Daily Itinerary
<input type="checkbox"/> Key Leverage Territory Profit Improvement Analysis System
<input type="checkbox"/> Prospect Talent Bank
<input type="checkbox"/> 5 Customer Decision Factors
<input type="checkbox"/> Developing a Compelling Business Proposition
<input type="checkbox"/> Measure Sales Progress
Performance Management
Level I Sales Behaviours. Basic Selling Skills
Level II Sales Behaviours: Advanced Selling skills
Level III Sales Behaviours: Negotiating for profit

**BETTER PEOPLE
MAKE BETTER DECISIONS
NEGOTIATE BETTER BUSINESS
AT BETTER MARGINS**

***THE SOONER THAT YOUR COMPANY
BECOMES A SALESXTRA MEMBER***

And

***THE SOONER THAT EACH SALESPERSON BEGINS CHANGING THEIR OUTDATED AND INEFFECTIVE
SALES BEHAVIOURS***

Then

THE SOONER YOUR COMPANY WILL REACH ITS FULL PROFIT POTENTIAL

Training Credits

Introduction

The Assessment Centre profiles and selected eLearning courses also operate on Training Credits for those organisations with different needs. Training Credits have no expiry time limit and can be used whenever or wherever the organisation chooses.

You can purchase Training credits for a single course or profile or you can take advantage of the volume discount system.

SalesXtra Training Credits are an ideal way to experience the awesome power of eLearning and Assessment Profiles before you become a member?

Please note:

Once activated, eLearning courses will remain available to either the Enterprise IP Address or an allocated remote Users Computer for 30 days and will expire automatically. Once the 30 days has expired, additional Training Credits are required to re-access the course.

Multiple Users may access the allocated course(s) on either the Enterprise network or a remote computer using the password supplied.

The value of each profile or program is clearly displayed at the time of allocating to each participant.

Your Training Credits total will be displayed in the Management database.

How do I purchase Training Credits?

To purchase Training Credits, click the "Shopping Trolley" icon on the home page and then select Training Credits.

Follow the prompts to determine your training requirements.

How can I track my credits?

Credits are added to your account when you purchase a Trial Membership. You can see your credits balance at any time by logging in and clicking on "My Account".

When you allocate credits to a participant, the credit value will be deducted from your account automatically. The Management database allows you to see the balance of your credits at any time and track the usage.

What happens if I allocate programs but the participant does not use the credits?

When a profile or elearning program is allocated to a specific participant, the Training Credit is deducted from the credits available total but the Training Credit is not used until the participant commences the profile.

If a participant does not commence the profile or program, de-selecting the program will return the Training Credits to the credits available total.

What happens if I have staff changes?

Customers have the ability to change the name of a participant, or re-allocate the password to another participant, at any time before the course has commenced by changing the participant's details in the Management database. Once a User has activated the course then the allocation cannot be changed.

What can I purchase using SalesXtra Training Credits?

Assessment Centre Profiles For a full description of the Assessment Centre download the Assessment Centre eBook. Home Page/ Selection Resources / Print eBook.	Credits Per Profile
Leadership Style	6
Professional Selling Skills	15
Selling Style	6
Negotiation Style	6
Motivational Drives	5
Behavioural Style	5
Personal Needs	5

eLearning Multi-Media Courses

For a full description of each multi-media course please visit.
Home Page/ eLearning / Course Demonstration.

Management	Credits Per Course
Building a High Performance Sales Team	24
Peak Performance Leadership	28
Setting Standards of Performance	12
Sales	
The Journey To Top Dog	24
Interpersonal Selling Skills	26
Positioning With the Buying Influencers	24
Dealing with Difficult Situations	28
Tactical Probing Skills	32
Matching Benefits To Needs	22
Building Business Partnerships	34
Negotiation	Credits Per Course
The Competitive Buying Negotiator	28
Buying Negotiators Personal Workshop	24
The Collaborative Sales Negotiator	28
Negotiating For Profit	16
Sales Support	Credits Per Course
S.U.P.E.R.B. Customer Service	24
Turning Telephone Enquiries Into Sales	22

SalesXtra Coach

The Sales Development System provides the total solution to the 7 Key Reasons why salespeople fail to reach their full potential or fail completely. This system, together with your SalesXtra Coach, can dramatically improve every aspect of your revenue generating system.

What is a SalesXtra Coach?

The role of a SalesXtra Coach is to follow a proven coaching format and help the sales leaders of any sized business with the development and management of the 4 pillars of profit and the 7 Profit Drivers. Essentially they will be their mentor, coach and consultant in developing the sales team.

All SalesXtra Coaches have extensive business and sales background with a sound understanding of business principles.

Your SalesXtra Coach will work with you and assist you to implement the sales development system in your business. As well as providing recruitment tools, assessment profiles, online courses and advice, they will help you to:

- ✓ Identify or agree the elements you need to concentrate on.
- ✓ Plan to put these in place in whatever order matches your needs.
- ✓ Assist you to create systems for Selection, Induction, Training & Development and Performance Management.
- ✓ Organise a "health check" that asks "Where Is Your Sales Development System Now?"

What Do Our Clients Receive from a SalesXtra Coach?

Focus Management:

A proven "Profit Improvement" system, that focuses on the 4 pillars of profit.

The Sales Development System puts you back in control of the sales process and puts the whole revenue generating system on autopilot.

Performance Management:

A web based system to continuously monitor the 112 Sales Behaviours that contribute to business growth & profitability. Continually monitoring and challenging the standards of performance of your sales team is essential if you are to satisfy demanding customers in a rapidly changing market.



Sales Process Improvement Systems:

To successfully build and maintain a high performance sales team, it's essential to introduce continuous improvement solutions that focus on systemising business and sales processes. A company culture that promotes continuous improvement results in innovation, growth, prosperity and security for everyone in the business.

Assessment Centre:

A web based system that ensures correct employment standards and methods are employed to eliminate repeating past mistakes. The cost of a wrong hire is between .75 and 1.5 times the position's salary (excluding damage to customer retention and life time value) and yet 1 in 4 recruitment exercises currently end with the wrong person

being hired. The SalesXtra Recruitment Systems and tools give you the power to make more intelligent decisions rather than just the "Gut Feel" currently being used by over 90% of businesses.

eLearning Training & Development:

Training is an integral part of developing your organisation to produce clear and measurable business results. The world's No1 on-line sales library aids in developing all staff to be more valuable. On-The-Job training courses will be available for all Leaders, Negotiators, mentors and all staff that interface with customers.

P.R.I.S.M. Solution Selling:

This dynamic sales process addresses the No1 priority of every sales person:

"To obtain, maintain and develop high quality business better than any competitor in their sales territory."

P.R.I.S.M. Solution Selling is complete with:

- ❑ A suite of systems, processes, strategies and skills development modules that will excite and delight even the most experienced salespeople.
- ❑ Tools to benchmark your sales team against the known attributes of the ELITE".
- ❑ A "Fast Track" system to develop all "revenue generating" team members to Peak Performance.
- ❑ A sales development coaching and mentoring plan for each individual salesperson specifically designed to raise the performance of all salespeople to a superior standard than is normally found in the client's industry.
- ❑ Unique reinforcement system of Mentor Sales Workshops.

Why Do Organisations Need A SalesXtra Coach?

More than 80% of world wide organisations report dissatisfaction with the overall performance of their sales team and lack confidence to face difficulties in the future.

Sometimes we get so busy doing, doing, doing, and generally working **IN** the business, that we don't always have time to work **ON** the business.

Your SalesXtra Coach will help you to focus on your priorities and grow a better business through the 4 pillars of profit in order to satisfy your personal needs.

It's hard to think of a business that would not benefit in some way from a business development or sales coaching / mentoring program.

Typically, however, our Clients are businesses looking for continuous improvement systems to generate more revenue, improve profitability, lower costs and boost sales productivity.



Why is there special emphasis on the sales team?

Simple! **NOTHING HAPPENS UNTIL SOMEBODY SELLS SOMETHING...** and yet studies prove that in excess of 60% of salespeople, in all industries, are under performing.

Except in very rare circumstances, the only source of revenue a business has is initiated from the efforts of its sales negotiators.

It's essential that every salesperson operates at peak performance because everyone else in the organisation depends entirely upon their efforts for their livelihood. Fast-Tracking new salespeople or under-achievers to full profitability, is a vital component of the Sales Development System.

The P.R.I.S.M. "Solution Selling" system, together with the unique "Mentor Workshop" process, enables salespeople to obtain, maintain and develop "high quality" business better than of their competitors.

Is There Any Real Alternative?

Here are 3 options to consider:

1. You can do nothing.

Continue doing it the way you have always done and achieve the results you have always achieved. If your results exceed your expectations then this may be the very best short term alternative.

2. Examine other sales coaches.

Some are excellent small business coaches but most are poorly trained and equipped franchisees with little or no points of differentiation. None, however, have anything like

the reputation and resources available that a SalesXtra Coach has.

3. Build a business partnership with SalesXtra

Our reputation stems from expertise in all areas of the Sales Development System. Add to this our experience, expertise and outstanding Track Record in building high performance sales teams and you have the key ingredients of world's best practise.

Nobody Knows Sales Development Better.

Experience is EVERYTHING!!!

Where do you start?

As a first step, we recommend that you undertake a sales development health check.

This health check utilises interactive assessment tools to discover precisely:

- Where your current sales development systems are now in terms of the core elements of the Sales development system.
- Your sales team's account development strategies.
- Each salesperson's selling skills and aptitude benchmarked against your ideal job profile.
- The areas where you are already performing well; those where you need to improve; and those where you need to implement new systems.

Once you have completed the health check your SalesXtra Coach will then:

- ◆ Design a sales development action plan
- ◆ Agree your priorities and order for action
- ◆ Assume responsibility for taking this forward with you.

How do you build a “High Performance” sales team?

You don't do it by just exposing them to 2 or 3 day sales training seminars/workshops.

That doesn't work..... *in fact it has **never** worked.*

Studies have proven that:

- **87%** of learning is forgotten in just 30 days without an effective mentoring and certification process.
- Only **9%** of what is taught at the standard 3 day training program is actually applied.



There is a solution; the 9% application figure can be boosted to a massive **95%** by instilling, or developing, a set of high quality Sales Behaviours, supported by an effective coaching/mentoring system that measures each individual's progress to Mastery of the sales process.

The SalesXtra System changes sales behaviours **PERMANENTLY!!!**

Nothing is left to chance!

No accidental good fortune involved...

No Stress...

No Hard Luck stories...

JUST 100% effective systems.

How Do We Do This?

*By recognising that the purpose of sales training is to effect **permanent** change in the salesperson's knowledge bank, sales behaviours and sales processes to enable the salesperson to achieve a "better" outcome.*

Developing salespeople means that you must be sure that:

- ◆ They are clear about what is expected of them and when.
- ◆ They know what they are doing well and what they need to improve on.
- ◆ You are using their talents and strengths positively.
- ◆ You are able to identify any gaps in their knowledge, skills or experience, and help them to bridge those gaps.

You cannot manage sales volume:

You can only manage the activities and sales behaviours of your sales team that contribute to sales volume.

- ❑ Performance management means setting standards of performance that are mandatory, realistic, achievable and significantly contribute towards business success; then leading people to achieve these objectives. A single poor performer not only lets the team down, but often also affects other people's attitudes and performance.
- ❑ To create your performance standards, first you must decide precisely the activities, attitudes, behaviours and competency levels that you want from your salespeople and then communicate these effectively as your standards of performance.
- ❑ Setting agreed individual and group performance standards and reviewing them on a regular basis, ensures each person is made responsible for his or her own performance.

Self Beliefs:

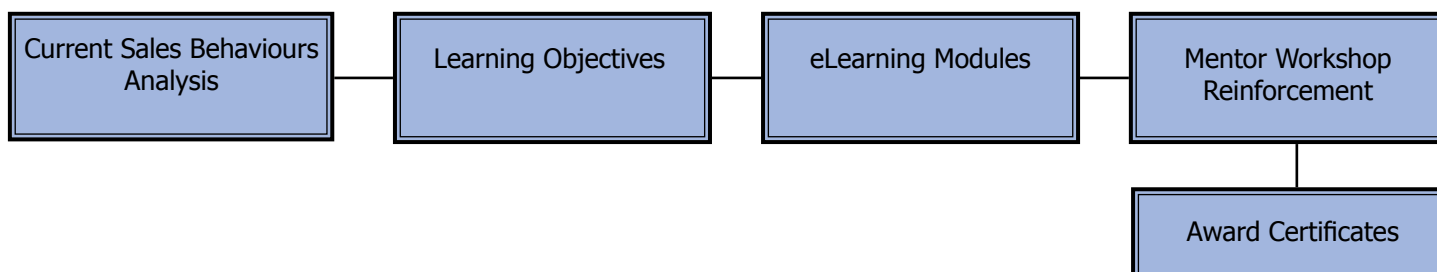
Each individual salesperson has a different view of their sales world. We call these views the individual's self beliefs. These self beliefs drive their sales behaviours.

The belief system is unique to the individual. It is their perception of the "Real World of Selling" It is irrelevant whether their view is correct or incorrect; the reality is that "their perception of their sales world" is the TRUTH AS THEY SEE IT.

***To change self beliefs
Change the Salesperson's stored knowledge***

***WHEN SALESPEOPLE CHANGE WHAT THEY BELIEVE
THEY CHANGE WHAT THEY DO***

The Process



<p>Current Sales Behaviours Analysis</p>	<p>The first task for the Mentor is to analyse each salesperson’s current use and competency with the sales behaviours held in the Performance Management Section of eLearning.</p> <p>This will provide an accurate picture of each individual’s strengths and weaknesses and creates an action plan for personal development targeted specifically at the most important behaviours in the organisation’s sales process.</p> <p>The Performance management system contains 112 sales behaviours displayed in 12 sections.</p> <p>Each section contains a series of questions beginning with the words “To what extent does this salesperson...” followed by the sales behaviour.</p> <p>Each of the 112 Sales Behaviours has been specifically designed to assist salespeople to develop success behaviours in all aspects of their sales role.</p>
<p>Learning Objectives</p>	<p>Mentor and Salesperson:</p> <ul style="list-style-type: none"> ▪ Set learning goals ▪ Agree learning process ▪ Create in-field coaching and assessment action plan ▪ Establish measurement of the outcomes
<p>eLearning Modules</p>	<p>Salespeople complete the relevant eLearning courses. (Often supplemented by in-house facilitated training)</p> <p>Salesperson completes support workshop and prepares for the Mentor’s meeting.</p>
<p>Mentor Workshop Reinforcement</p>	<p>After each Workshop the Mentor:</p> <ul style="list-style-type: none"> • Assesses the Salesperson’s understanding and application of the relevant workshop. • Observes and assesses the Salesperson’s ability to apply the learning practically in both role-play and field visits. • Provides the Salesperson with feedback weekly using the rating scale below. Ratings are registered on the website.
<p>Progress Report</p>	<p>Management has access to reports that display an individual salesperson’s progress or an average of all participants. The report displays a bar chart with progress and competency measurement for each workshop plus a total % rating for the overall program.</p>

<p>Award Certificates</p> <p>(Automatically generated by the SalesXtra system)</p>	<p>Mentors acknowledge the participant's achievements in acquiring the required competency level by:</p> <ul style="list-style-type: none"> ◆ Awarding a Certificate of Achievement for each section when the total rating reaches 75% effectiveness, providing that all sales behaviours are rated at level 3 competent and confident. ◆ Award an additional MASTER Certificate and recognition when the participant achieves a TOTAL rating of 75% for ALL sections, providing that ALL sales behaviours are rated at level 3 competent and confident.
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The 4 Levels of Competency

1	<p>Not yet competent.</p> <p>Sometimes uses the behaviour but does not understand the application.</p> <ul style="list-style-type: none"> ▪ Cannot explain the process. ▪ Requires immediate training and field coaching
2	<p>Competent.</p> <p>Often uses the behaviour and generally understands what to do, but has to pause & think before applying the strategy.</p> <ul style="list-style-type: none"> ▪ Can explain the process. ▪ Lacks confidence or willingness to complete the behavioural sequence and generally shortcuts the process. ▪ Needs additional coaching, mentoring and exposure to opportunities to improve performance.
3	<p>Competent and Confident.</p> <p>Usually uses the behaviour but sometimes reverts to old habits when faced with pressure situations.</p> <ul style="list-style-type: none"> ▪ Can explain the process. ▪ Confident using the behavioural sequence when in control of the situation. ▪ Area of sound performance.
4	<p>Mastery.</p> <p>Always uses the behaviour in all situations.</p> <ul style="list-style-type: none"> ▪ Competent to mentor others in use of the process. ▪ Persists with behaviour in pressure situations. ▪ Area of excellent performance.

The Benefits

At the completion of the SalesXtra system Salespeople will be able to:

*Obtain, Maintain and Develop high quality business
BETTER than any of their competitors.*

- ✓ ***Dramatically*** improve personal profitability.
- ✓ Employ a sales process that is Repeatable, Predictable, Scalable & Measurable.
- ✓ Apply the P.R.I.S.M. Solution Selling System confidently.
- ✓ Build "Business Partnerships" with "High Quality" customers.
- ✓ Demonstrate a "Selling On Purpose" approach to account development.
- ✓ Identify and position with the 5 customer decision factors.
- ✓ Sell concept before product.
- ✓ Identify their ideal customer profile.
- ✓ Complete a P.R.I.S.M. situational intelligence analysis.
- ✓ Develop a "High Yield" telephone prospecting script.
- ✓ Set the agenda for each customer meeting.
- ✓ Position with all levels of Buying Influencers.
- ✓ Introduce a "WOW" statement to demonstrate an "added value" approach.
- ✓ Employ Tactical Probing Skills.
- ✓ Gain pre-commitment at each stage of account development.
- ✓ Complete a justification activity / survey.
- ✓ Prepare a P.R.I.S.M. Pain Analysis.
- ✓ Explore solution options with a series of "What would happen if..." scenarios.
- ✓ Develop a Value Statement.
- ✓ Generate a "Compelling Business Proposition".
- ✓ Isolate obstacles.
- ✓ Accurately measure progress in account development.
- ✓ Negotiate Confidently For Profit.

BETTER PEOPLE

MAKE BETTER DECISIONS

NEGOTIATE BETTER BUSINESS

AT BETTER MARGINS

Improving Sales Performance Means Changing Sales Behaviours:

Change the Salesperson's poor sales behaviours that directly impact their performance.

85% of the problems salespeople encounter daily are caused by the sales processes employed.

Fundamentally improving sales performance is not simply about building skills, but about changing how Salespeople behave in their every day working life.

The SalesXtra system focuses on the closed loop of "constant efforts at improvement" using the principle of spaced repetition.

Sales training is directed specifically at the sales processes necessary for the salesperson's success.

"Constant efforts at improvement" means that salespeople are taught a little a lot... not a lot a little.

Improving Sales Performance Means Changing Management's Expectations:



Just because Salespeople have attended training courses doesn't mean that their performance will improve or they will now apply the new skills.

Sales Training isn't a "**one-hit-option**"; it is only ever going to be the beginning of the performance improvement process.

Only by instilling, or developing, a set of high quality Sales Behaviours, supported by an effective coaching/mentoring system that measures each individual's progress to Mastery of the sales process, does long lasting change take place.

TO KNOW & NOT TO USE IS STILL NOT TO KNOW!

Then

**THE SOONER YOUR COMPANY WILL REACH
ITS FULL PROFIT POTENTIAL**

Better Salespeople

Make Better Decisions

*Negotiate “Better” Quality Business
at “Better” Margins*

Membership is a complete system

Membership provides you with a **complete system** to attract, motivate and develop better salespeople.

Membership provides you with 12 months of low cost, high value access to the world’s No1 system. You will receive all the tools, strategies and systems you will ever need to build a high performance sales team and develop a culture of winning on purpose.

**It’s the ultimate system to Obtain, Maintain and Develop High Quality Business
BETTER than any of your competitors.**

- ❑ It all starts off by making sure that you hire the right salesperson in the first place (our online membership system will evaluate the potential sales ability of your prospective sales hire for you). Sales hire mistakes are so costly, in so many ways.
- ❑ Our online membership sales force training system will evaluate the actual sales ability level of each of your sales people before they start their membership sales training program.
- ❑ As soon as our online membership sales training system determines what level each individual sales salesperson is at now... from raw trainee, all the way up to top sales pro... the training system gets to work.

Do Not throw the training at them all at once... they will quickly forget. But, **slowly**... one small step at a time.

Slowly, building on the previous step... constantly being reinforced along the way... so the training stays with them. Their selling skills (and their revenue production for the company) build and build.

You get a private view of each salesperson’s self-paced training progress... as well as charting the increasing level of sales proficiency.

Measure & Chart:

- Individual progress
- Specific sales team progress
- The entire sales force progress

- It doesn't matter if your team is highly experienced or raw recruits
- It doesn't matter if your team is direct sales, B2B or retail
- It doesn't matter if you already have the most sophisticated sales training system
- The SalesXtra System will work for you!

*Month after month, all year long;
your sales force keeps getting sharper and sharper.*

Until each Salesperson has reached "TOP DOG" sales status

