

SalesXtra

THE PERFECT

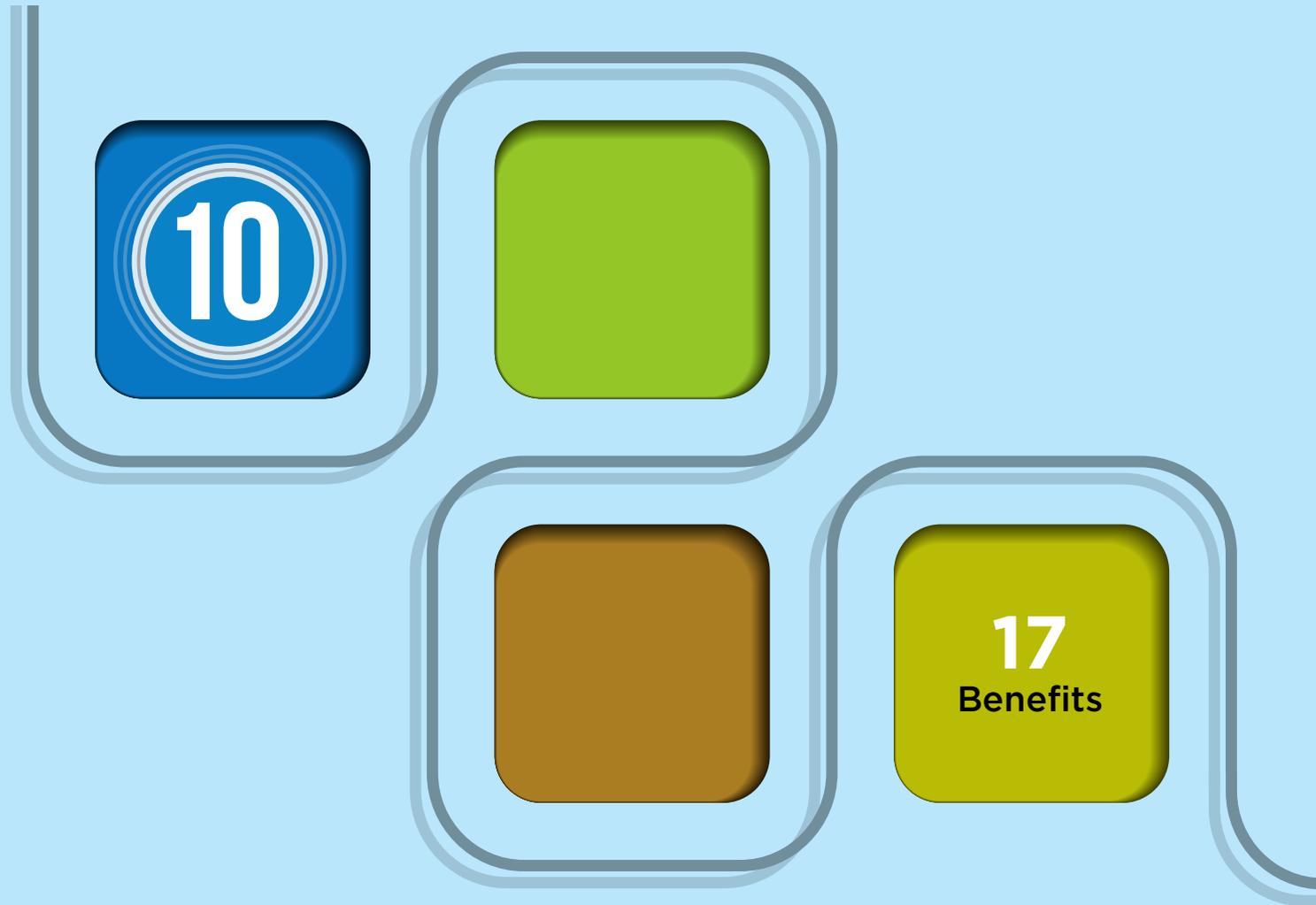
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UNLOCK THE PROFIT
POTENTIAL IN
YOUR BUSINESS

10

Exclusive member strategies for growth oriented and sales driven businesses

OUR PERFECT 10 MEMBER STRATEGIES



10 Membership Strategies to develop performance oriented sales teams that consistently *Obtain, Maintain and Develop High Quality business better than any of your competitors.*

For more information contact membership@salesextra.com

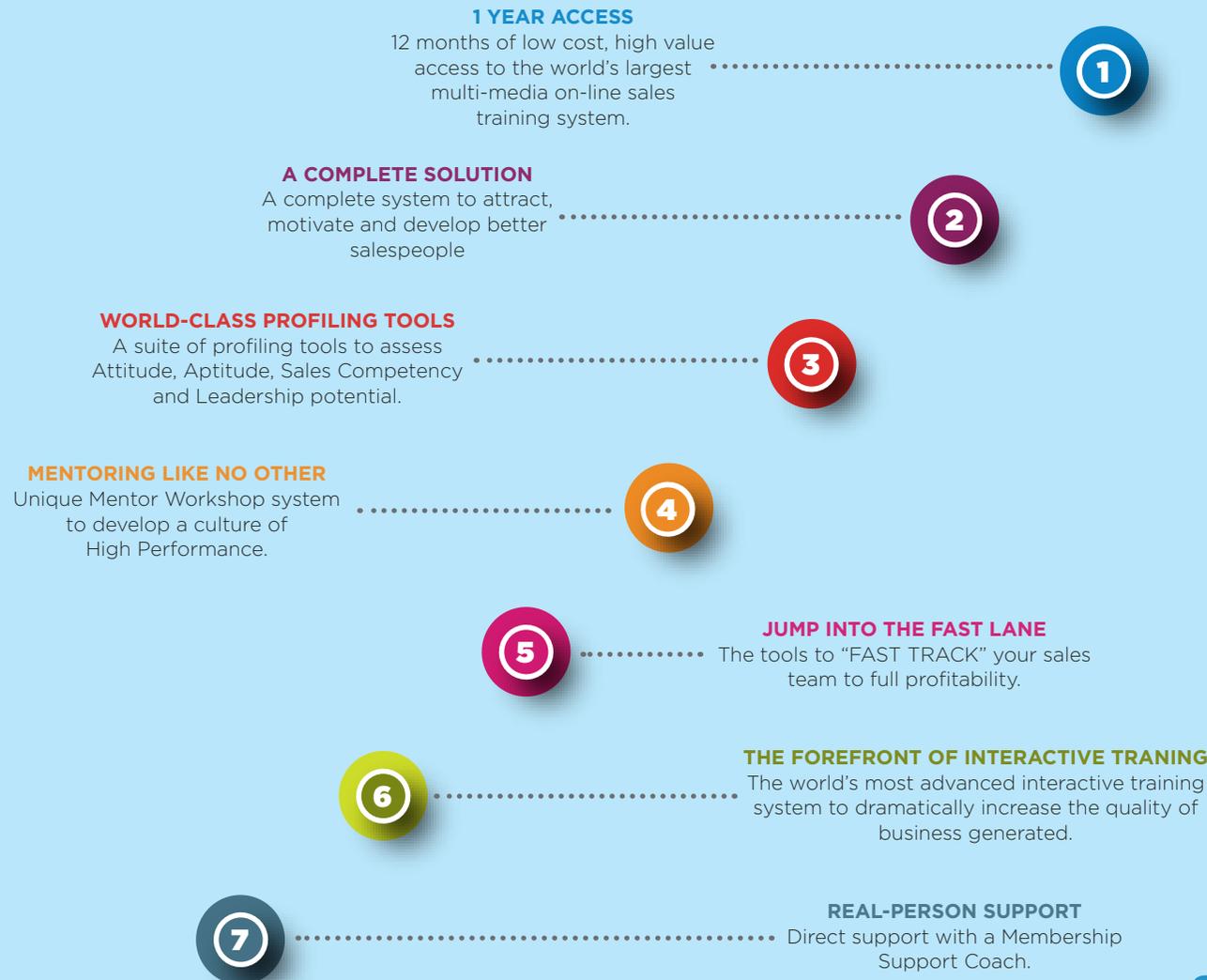




INTRODUCING SALESXTRA MEMBERSHIP

SalesXtra Membership, the world's leading online interactive sales development system.

OUR MISSION: The purpose of **SalesXtra** is to assist our members to develop a “High Performance” sales culture in all divisions of their business in order to consistently Obtain, Maintain and Develop “High Quality” business BETTER than any of their competitors. **SalesXtra Membership** is a great way to add flexibility to your training budget.



SalesXtra is a unique Membership system that greatly increases your supply of opportunities and boosts sales performance.

Membership provides you with 12 months of low cost, high value access to the world's No 1 on-line sales development system.

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

Our members are all good at what they do and good at servicing their customers.

What's missing for them is their ability to differentiate themselves from the masses and market their products and services as effectively as they would like.

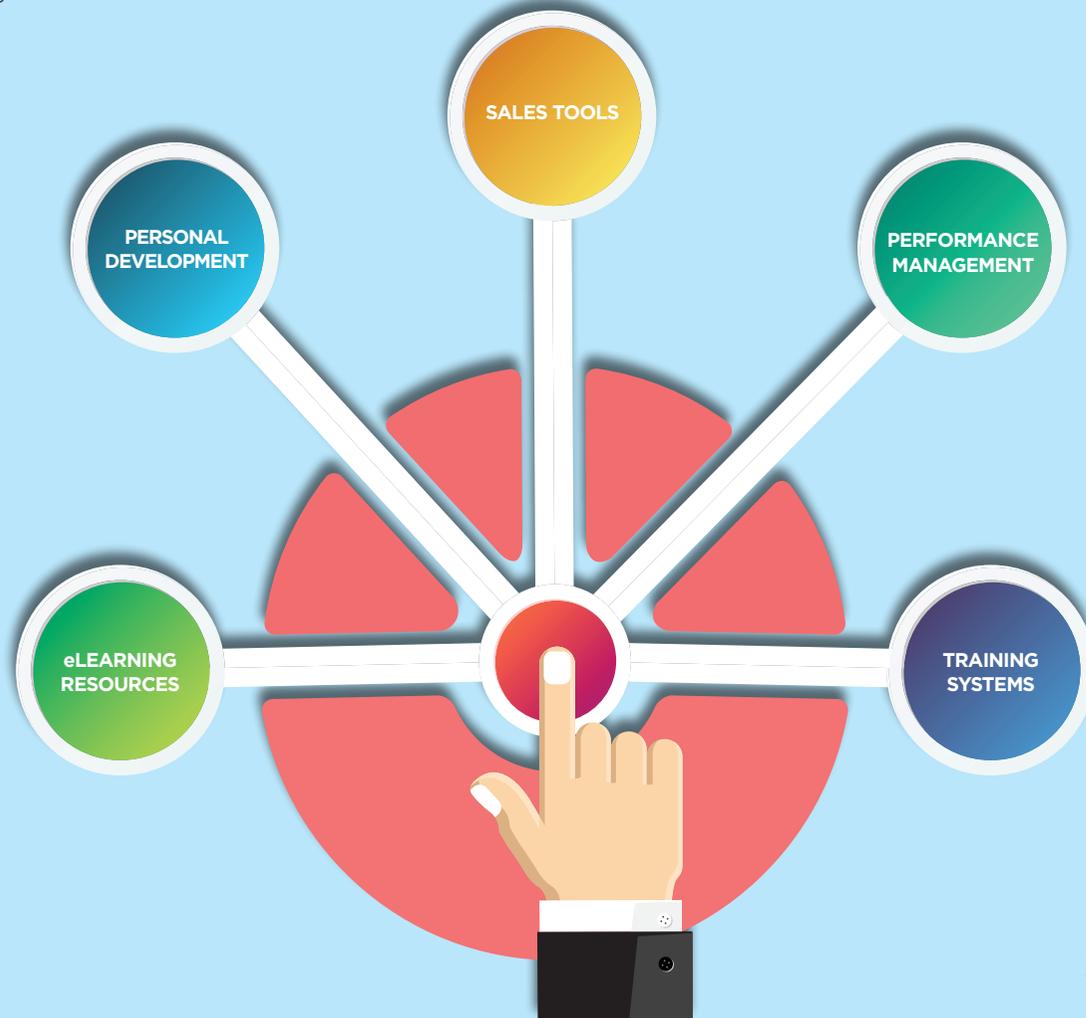
They want a guiding hand to help their salespeople to get in front of the right prospects with the right sales process and convert a higher percentage of their prospects into high-yielding customers.

GIVE YOUR SALESPEOPLE A GUIDING HAND

SalesXtra 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 the sales tools, personal development, performance management and training systems needed to raise every member of your sales team to the extreme profitability level.

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.





YOUR MEMBERSHIP IS THE COMPLETE SYSTEM

We provide you with a complete system to attract, motivate and develop better salespeople.

Membership might be right for you, if you want...

- » Real results which match your true potential.
- » A proven “solution selling” process that doesn’t manipulate customers.
- » More customers who match your ideal customer profile.
- » A corporate culture of high-performance and “winning on purpose”.
- » A sustainable competitive advantage with a unique sales process.

Membership provides you with 12 months of low cost, high value access to the world’s No1 system. You will receive the tools, strategies and systems needed 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 sales person 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 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 salesperson is at now... from raw trainee, all the way up to top sales professionals... the training system gets to work.

4 MISSION CRITICAL STEPS TO SUCCESS

To build a successful, vibrant, highly productive business, there are four key steps. Each is designed to differentiate your company from competitors and put the right salesperson in front of the right prospects with the right sales process to get outstanding results.

1

Select only the very best people to join your team

2

Design a solution selling process that optimises account development

3

Coach every team member to mastery of the process

4

Grow your customer base with a direct response marketing process

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.**

Sadly, most sales systems only manage to address one or at best two of these steps.

To build a truly successful high-performance sales team, you need a comprehensive, cohesive methodology that works to master all four steps.

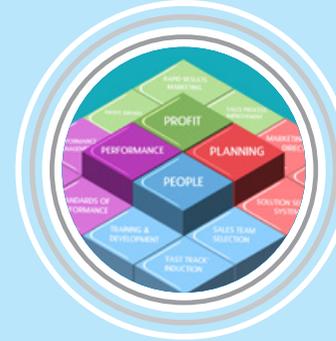
WE INCLUDE ALL FOUR STEPS IN YOUR MEMBERSHIP

The mission critical steps eliminate the seven major causes of poor performance:

1. Poor Selection
2. Induction not geared to Key Success behaviours
3. Unstructured Sales Process
4. Indifferent sales culture
5. Low sales competency and productivity
6. Inadequate Coaching and Mentoring
7. Antiquated new business development

THE SALES DEVELOPMENT SYSTEM

The SalesXtra Sales Development System is a 12 step process designed specifically to create a culture of “High Performance” and unlock the profit potential in your business.



The Sales Development System is a systematic, common sense program, designed to assist you to grow your business profits and net assets.

It provides a complete solution that can be specifically adapted to the needs of **YOUR** business and **YOUR** sales team.

WHAT IS INVOLVED?

There are four core elements to the Sales Development System, each of which has three modules that focus on an essential aspect of sales management. Together they provide the basis for sales development and business success.

Your Membership Specialist will introduce you the 4 core elements of the system in a planned coaching format that becomes a road map to higher profits and greater success.

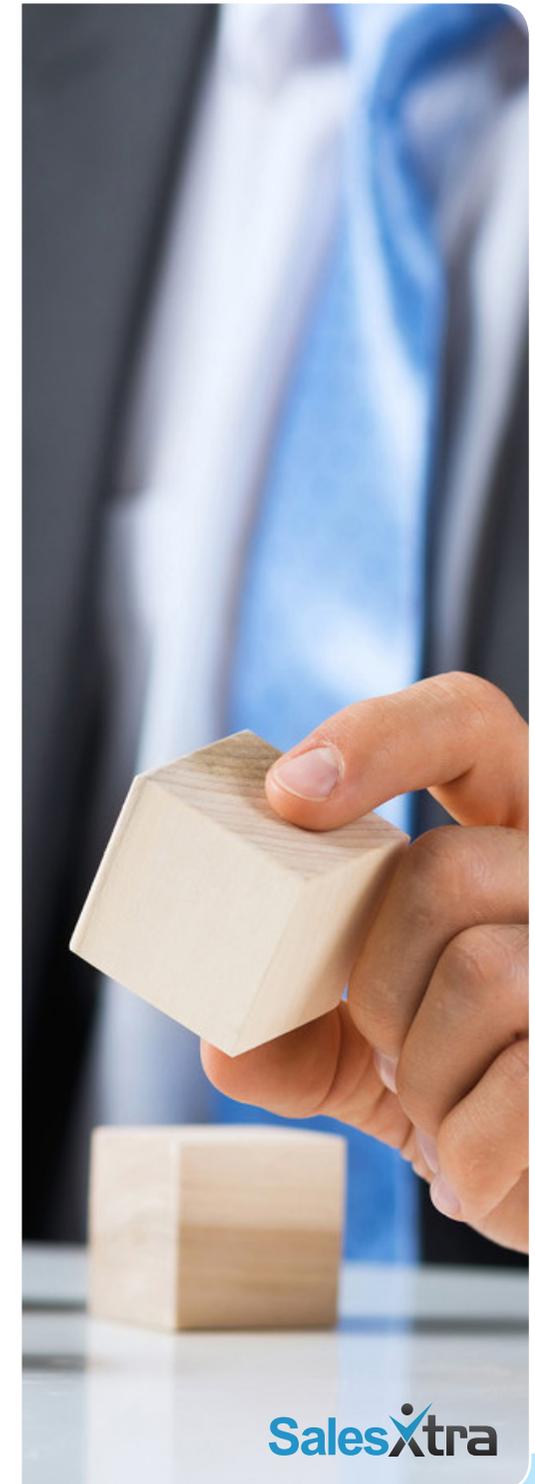
The roadmap will help you to eliminate the 7 Key Reasons why salespeople fail to reach their full potential or fail completely.

WHAT RESULTS CAN BE EXPECTED?

Many businesses have already achieved mastery in the Sales Development System; and it shows in their performance.

These are just some of the key benefits our members report:

- » **Immediate** and substantial increases in sales revenue and overall profitability.
- » Better quality of business generated.
- » Sales productivity is improving.
- » Stability and culture of the business is increasing.
- » New markets are being developed.
- » Company image & culture is constantly improving.
- » Staff turnover levels (and the costs of replacing employees) are falling.
- » Businesses are promoting more salespeople internally rather than recruiting from outside; boosting morale and reducing overheads.



THE JOURNEY TO TOP DOG

Top Dog salespeople are consistently 150-200% above budget.

Extreme Profitability.
Top Dogs are your Profit Machines!

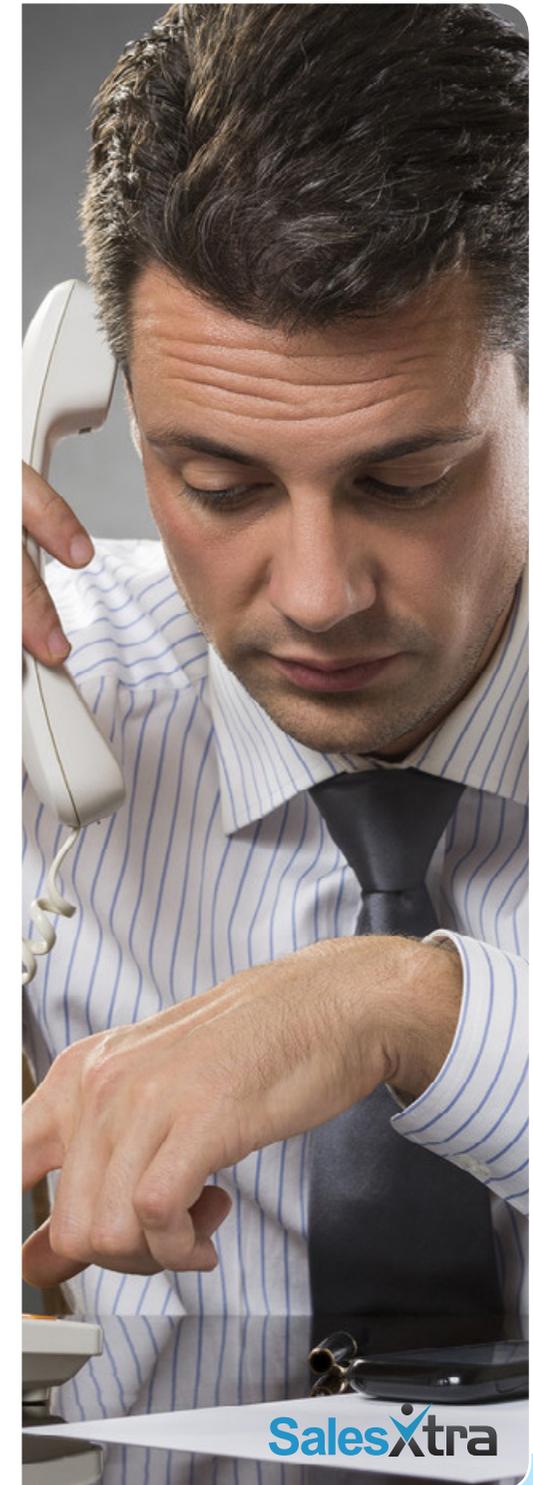
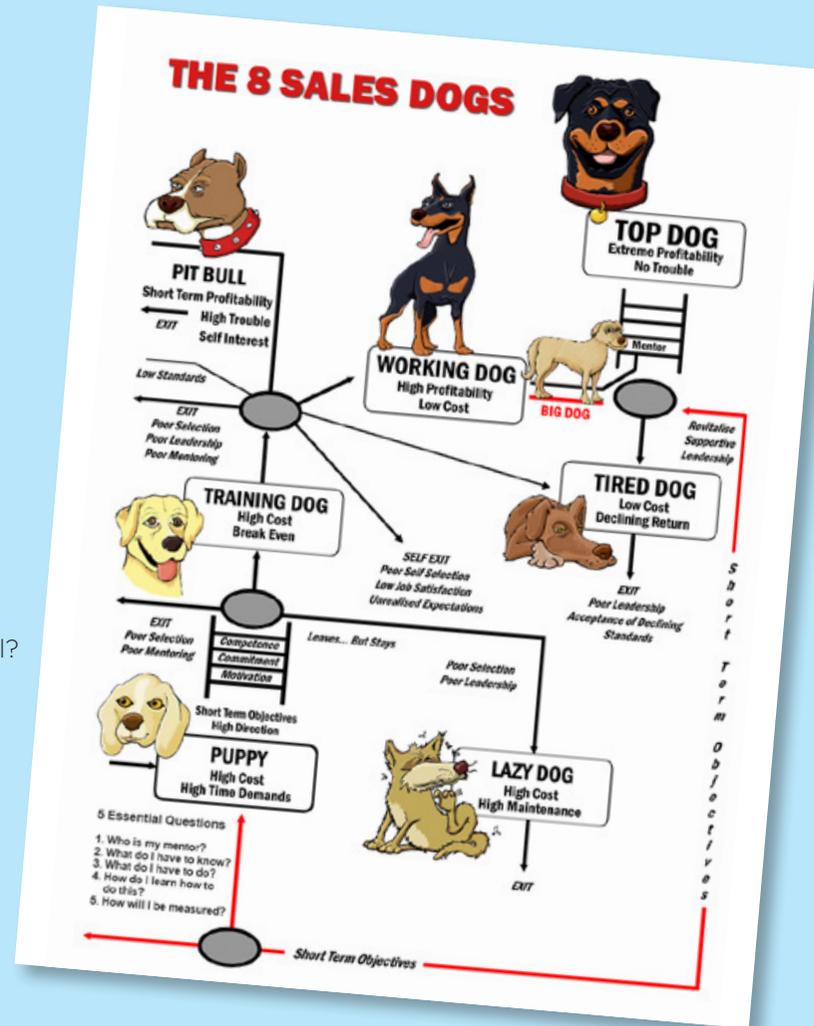


Every business craves a High Performance sales team and yet studies prove that over 50% of salespeople, in all industries, are under performing.

Your Membership Specialist will help you to create your performance oriented sales culture and develop strategies to move salespeople through the 4 levels to becoming a **TOP DOG** and avoid the pitfalls that open the door to the 4 poor performing areas.

5 ESSENTIAL QUESTIONS

1. Who will GUIDE me to be successful?
2. What do I need to KNOW to be effective?
3. What do I need to DO in order to be successful?
4. How do I learn HOW to do these things?
5. How will I be MEASURED?



TURN YOUR TEAM INTO MASTERS

The benefit of personalised coaching & support.

All our members enjoy the support of a network of **SalesXtra** coaches. Not only are they experts in all aspects of our system, but they also bring a wealth of business and sales experience to the table.



As well as giving invaluable advice, your coach will work with your team to implement the sales development system, helping you use the recruitment tools, assessment profiles, and on-line courses.



Your coach will help you identify or agree the elements you need to concentrate on, plan to put these in place and assist you in creating systems for selection, induction, training and performance management.

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**.

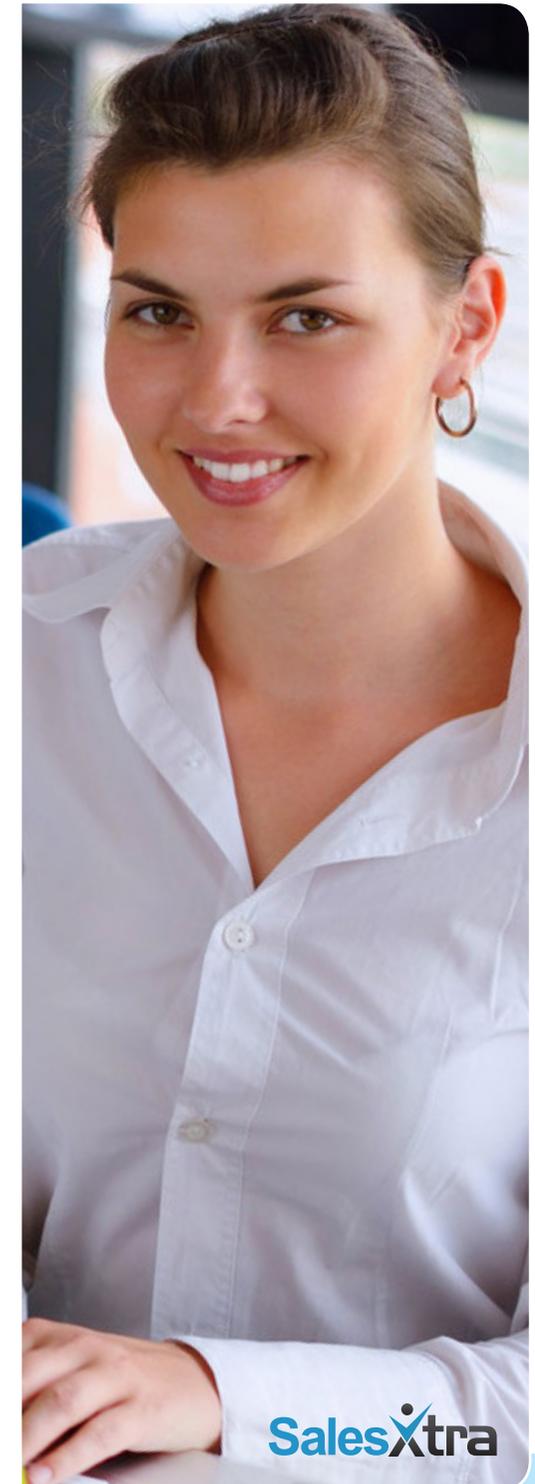
Essentially they will be their mentor, coach and consultant in developing the sales team.

Together you will tackle your whole sales process from lead management to growing your marketing program. They will help you to implement the world's most advanced interactive training system to dramatically increase the quality of business generated.

Comprehensive support options go hand in hand with coaching.

Membership includes:

- » Telephone and Skype video consultancy.
- » Sales training through online workshops.
- » Facilitated public or in-house courses
- » Virtual interviewer design.
- » Recruitment strategies.
- » Business process and project consultancy.



VIRTUAL INTERVIEWER

The right people unlock the profit potential in your business.



Now you can replace the initial telephone screening with a video screen and systematically view candidates from a distance.



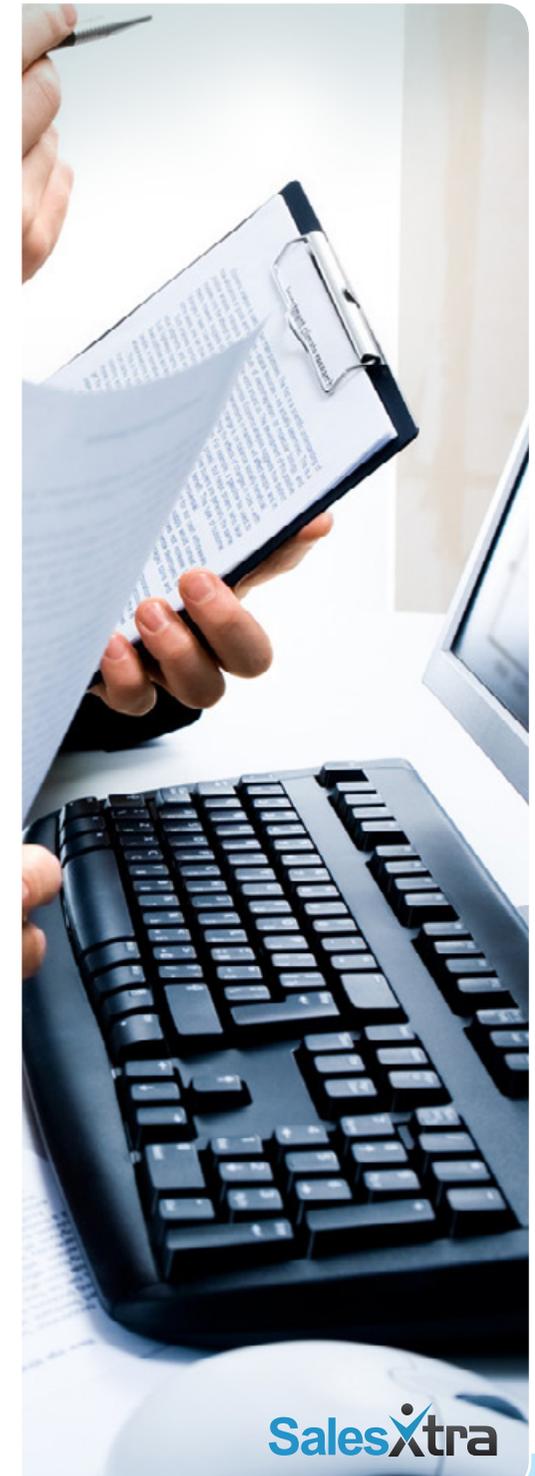
No need to form a relationship until you are reasonably sure that the person has the right attributes. Share the videos with all stakeholders before getting face to face.

Virtual interviewing helps you to gain insight on candidates that you couldn't ever get from a piece of paper or a phone call, allowing you to make better decisions about the candidates you select for a personal interview.

Anywhere: Anytime: Anyplace:

The Virtual interviewer is highly versatile. It lets you customise and publish different types of interviews.

- » Video interviews - Your recruiters will be able to read and analyse candidate's body language. It's the closest thing to an in-person interview.
- » Audio interviews - Option to participate in an audio only interview.
- » Text interviews - When questions require "yes or no" or multiple possible answers.
- » Combination interviews - This type of interview lets you ask a combination of video, audio and text based questions.
- » Random-order interviews - Create a more challenging kind of interview by making it difficult for candidates to guess what type of questions are going to be asked. The system will randomly select questions from different categories.



ASSESSMENT CENTRE

The Best Salespeople are like Diamonds.
Highly Prized. Rarely found.



Without the right people, business success is elusive and difficult, if not IMPOSSIBLE.

Selecting the right person who can be “Fast Tracked” to their full potential should not, and must not, be left to chance.

CONSIDER THE FOLLOWING RESULTS FROM THE WAY MANY ORGANISATIONS CURRENTLY RECRUIT:

- » 1 in 4 recruitment exercises result in the wrong person being recruited.
- » The cost of a wrong hire is between 75% and 150% of the position’s annual salary. (In sales this figure is often hundreds of thousands extra if the lost opportunities are included).
- » 50% of sales staff turnover occurs on or before the 7th month of employment.
- » 62% of corporate companies have faced unfair dismissal claims.
- » In excess of 60% of salespeople worldwide are underperforming.
- » Up to 70% of candidates admit to embellishing their resume.

THE ASSESSMENT CENTRE CONTAINS A SUITE OF 7 UNIQUE ASSESSMENTS.

Motivational Drives	Selling Style
Behavioural Style	Negotiation Style
Personal Needs	Professional Selling Skills
Leadership Style	

SELECTING SUPERSTARS AND REJECTING LEMONS.

Once the concept of the Assessment Centre is mastered you will be able to: Predict & hand-pick low risk salespeople using known attributes of “high achievers”.

Avoid the Vacant Patch Virus.

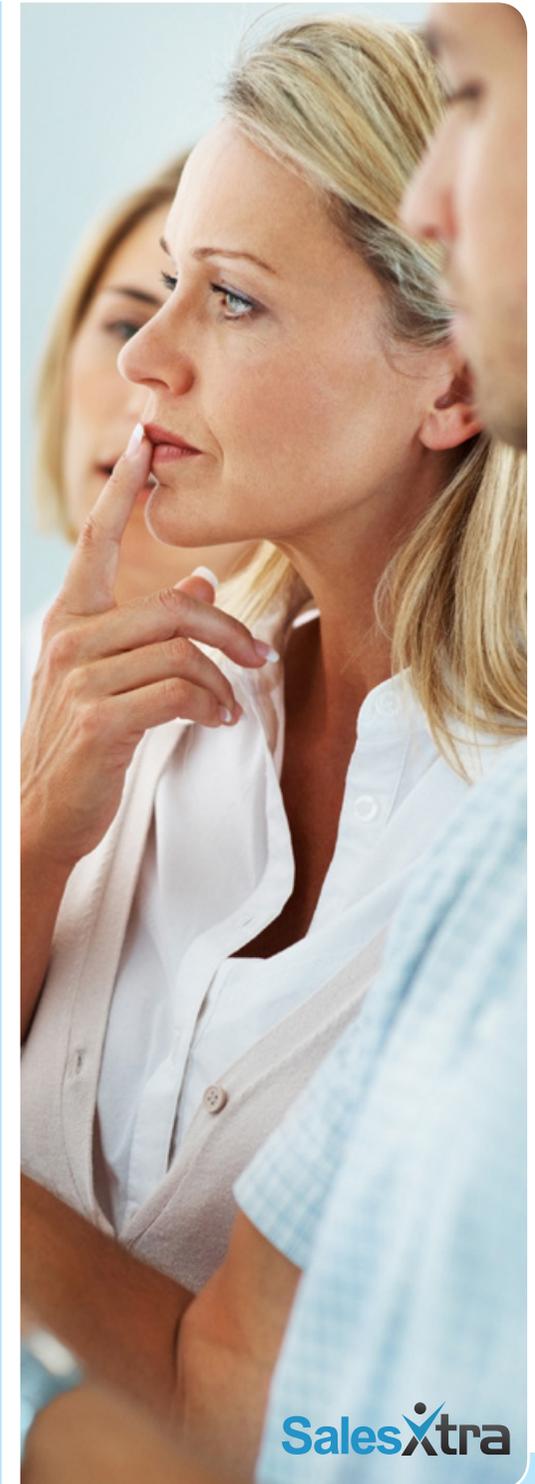
Improve staff retention rates through better hiring systems...with a clear set of tools to benchmark high achievement potential.

Predict in prospective employees “success factors” such as productivity, stability and customer care attitudes at the PRE- employment stage.

Define skills levels of revenue generating staff and pinpoint competency strategies to lift revenue, increase conversion rates and achieve higher gross margins.

Reduce your employment costs by giving you accurate personnel selection tools to match the entire workforce.

Provide the tools to attract, motivate and develop better people.



LEADERSHIP

The achievement of pre-determined objectives with and through the voluntary co-operation of the people is a 12 step process designed specifically to create a culture of “High Performance” and unlock the profit potential in your business.



WHY IS THERE SPECIAL EMPHASIS ON SALES LEADERSHIP?

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 underachievers to full

profitability, is a vital component of the Sales Development System.

EXCUSES FOR POOR SALES ARE MEANINGLESS AND MASK THE TRUTH.

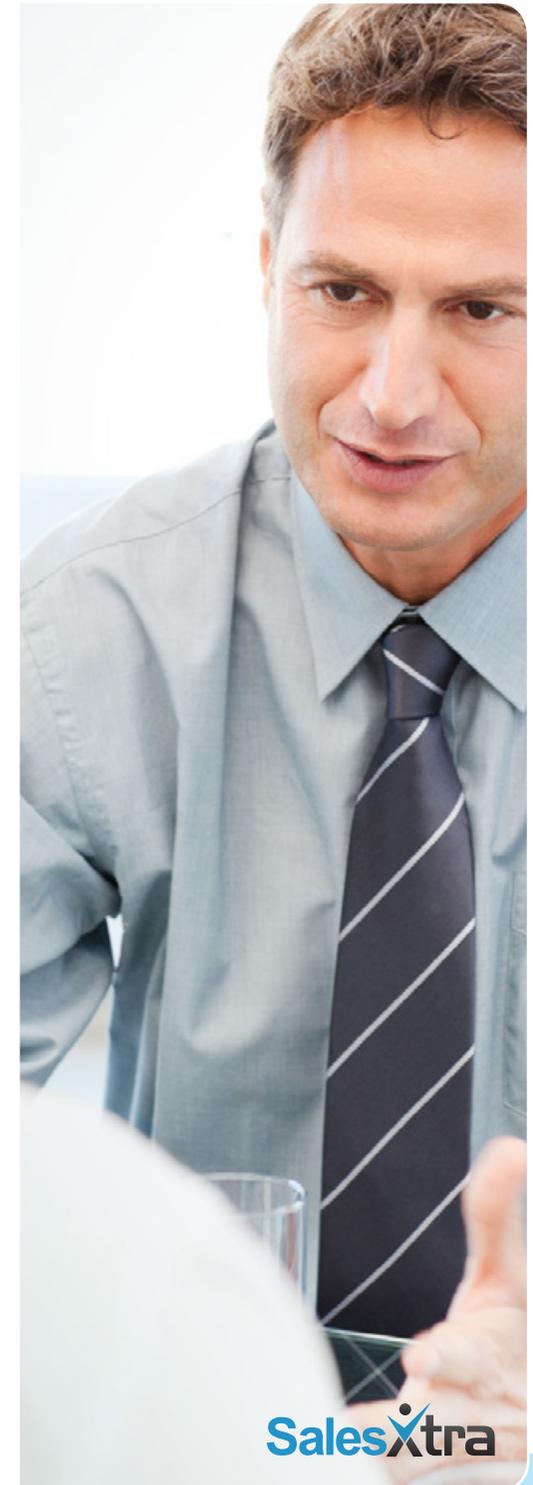
Our members recognise that attempting to employ experienced salespeople is high-risk. Sending salespeople to training courses is expensive and with low returns. They don't want a Band-Aid fix! They're looking for a complete solution to attract better business at better margins and boost overall profitability.

They want a high-performance sales team working with effective marketing messages.

BUSY PEOPLE NEED TRUSTED RESOURCES AND SYSTEMS.

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 Membership Specialist will help you to focus on your priorities and use your Leadership skills to grow a better business through the 4 pillars of profit in order to satisfy your personal needs.



eLEARNING & SALES TOOLS

Unlock the profit potential in your business and upskill your entire team for less than the cost of a single person attending a one-day program.



SalesXtra membership provides you with 12 months of low cost, high value access to the world's No 1 Sales development 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. Membership takes your sales team through the 4 stages to becoming a Top Dog.

Stimulating, sophisticated, challenging, highly interactive audio and video workshops will excite even the most experienced sales people and focus your team to:

1. Improve New Business Win Rates.
2. Increase margins.
3. Boost sales pipeline opportunities.

ZERO TIME AWAY FROM WORK...100% EFFECTIVE

Developing a High Performance Sales Team means that you must be sure that:

- » They are clear about what is expected of them and when.
- » 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.

Just imagine having a system at your fingertips 24/7/365 that has consistently proven to:

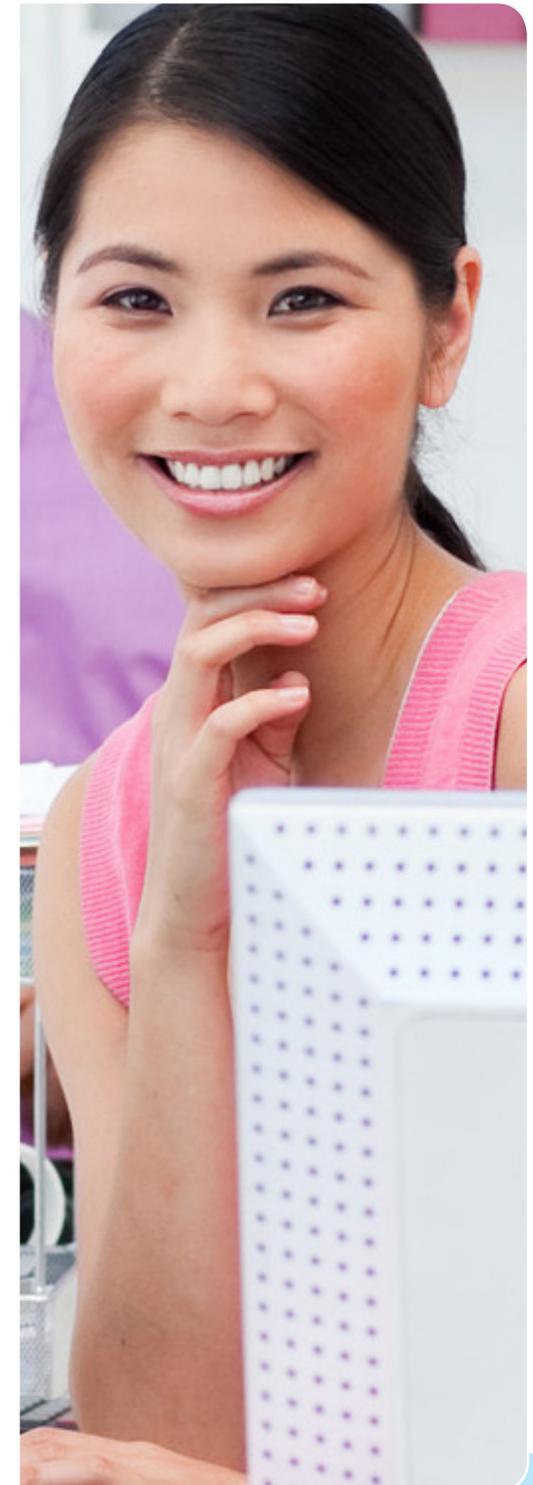
- » Send revenue and margins soaring **UP** and drive costs **DOWN**.
- » Improve the performance and productivity of even the very best salespeople.
- » Dramatically impact business profits.
- » Create an absolutely **UNFAIR** advantage in developing better people.
- » Produce a culture of "Winning 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

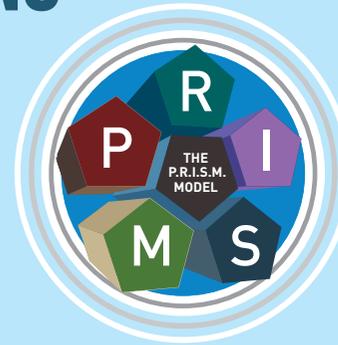
It doesn't matter if you already have the most sophisticated and complete training system

SalesXtra eLearning will work for you..... Nobody does it better.



P.R.I.S.M. SOLUTION SELLING

P.R.I.S.M. “Solution Selling” generates astonishing results with a sales process designed to maximise the outcome of account development.



We take a very sophisticated and complex sales development system and turn it into a very simple ready-to-go system packaged neatly in a box. This minimises the pain in change.



P.R.I.S.M. SOLUTION SELLING

- » Highly Effective Sales Process.
- » Repeatable: Predictable: Scalable: Measurable:
- » Nothing is left to chance!
- » No accidental good fortune involved.
- » No stress....No hard luck stories...Just 100% effective systems.

P.R.I.S.M. Solution Selling sales process is geared to creating uncontested market space with a compelling business proposition which makes competition irrelevant. The process maximises profitability for the business and improves business processes for the customer. ***A true Win-Win.***

GOOD FOR THE CUSTOMER

Solution Selling leads to a compelling business proposition where the return on investment clearly exceeds the outlay.

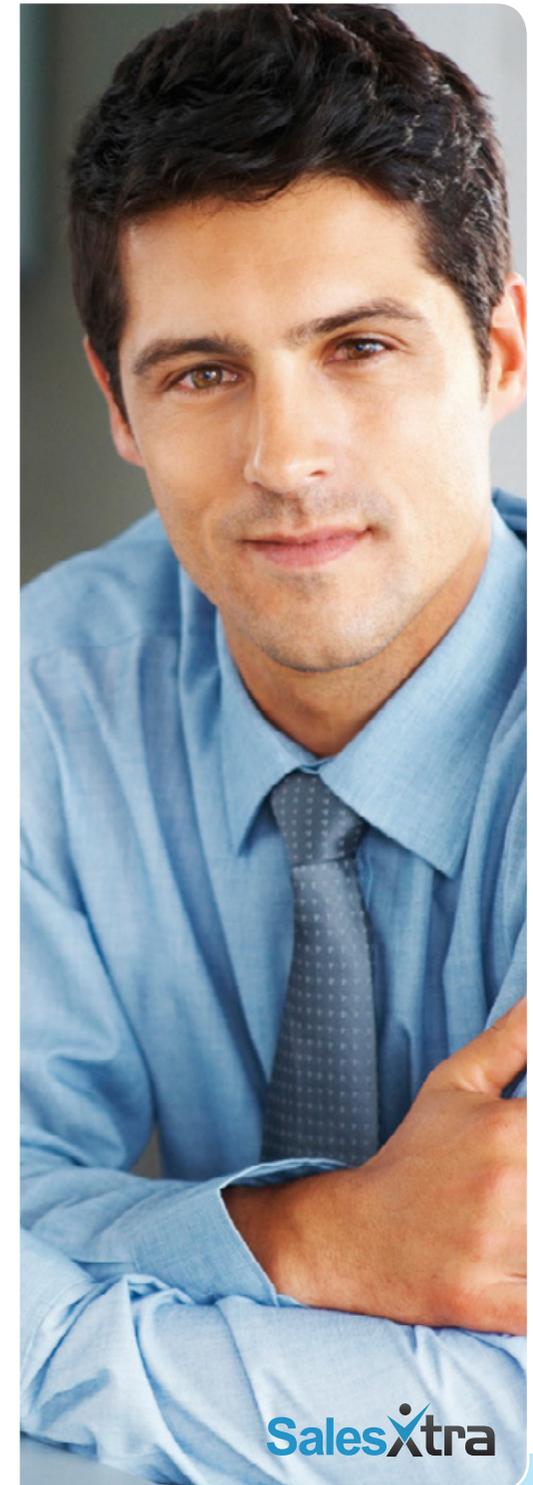
GOOD FOR THE BUSINESS

Unique sales approach creates a “Sustainable Competitive Advantage” that will enable the business to attain a sustainable winning position in the market with respect to your major competitors.

GOOD FOR THE SALESPERSON

When the effectiveness of the sales process is improved, the volume and rewards from the same amount of effort are automatically improved.

The emphasis will never again be product v product it will be totally focused on the added value of the solution.



VMarketing

Unlock the profit potential in your business with video brochure marketing. It's all part of your membership.



Too many businesses today outsource their marketing process to the sales team and tell them to drum up business, or get out there and cold call. Too bad it doesn't work that way.

Here's the bad news. Cold calling is an act of frivolity. In today's market, cold calling is the most ineffective lead generation tool and it's the quickest way to lose high-performing salespeople. You invest in your salespeople to do a specific job; to convert opportunities into sales. You invest in marketing strategies to create the opportunities for the salespeople. Today's salespeople do not have either the time or the willingness to focus on lead generation prospecting and converting opportunities. One or the other **ALWAYS** suffers.

Continuous Marketing = Consistent flow of new business opportunities.

Successful businesses have a continuous marketing program to generate a steady, consistent and predictable flow of interest from new prospects.

Marketing should provide sufficient momentum for every salesperson to have a minimum of one good quality lead every day. Preferably before the customer becomes active.

By removing the antiquated idea of multi-tasking and separating the functions, the dedicated marketing process and resources will increase the quantity and quality of activity happening at the top of the sales funnel.

IN 60-TO-90 SECONDS YOUR MESSAGE ACTS AS A DYNAMIC SALESPERSON, IGNITING PASSIVE NEEDS AND SOLVING PROBLEMS.

With animated video brochure marketing you can reach hundreds or thousands of decision makers **EVERY** day. Anytime. Anywhere. Video brochures put your message right in front of the decision maker. No gatekeepers. No appointment necessary.

- » The interest generated by interactive video brochures delivers 10 x the response rate of normal print marketing and is **twice** as effective as the average sales meeting. Show your customers how you solve their problems.
- » Awaken desire and inflame passive needs.
- » Disturb the "status quo".
- » Promote special events such as product launches and call the customer to action.
- » Bring the customer to you for help and information... not a quote.



PERFORMANCE APPRAISAL

You cannot manage sales volume:
You can only manage the activities
and sales behaviours that contribute
to sales volume.



SalesXtra membership comes equipped with a smart, organised and unique Performance Appraisal system.

The fundamental purpose of personal and skills development is to effect permanent change in the salesperson's knowledge bank, sales behaviours and sales processes to enable them to achieve a "better" outcome.

You need to know how salespeople behave when you are not there to help them



Performance management means setting standards of performance that are mandatory, realistic, achievable and significantly contribute towards

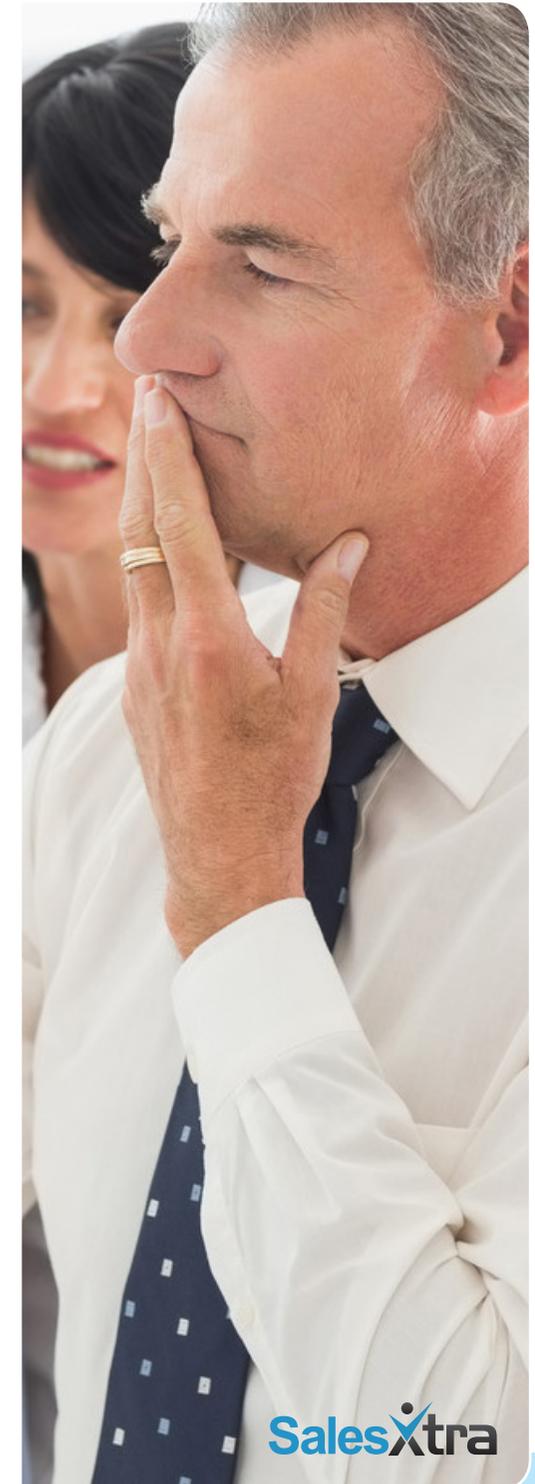
business success; then creating an action plan to achieve these objectives. A single poor performer not only lets the team down, but often also affects other people's attitudes and performance.

Setting agreed individual and group performance standards and reviewing them on a regular basis, ensures each person assumes responsibility for his or her own performance.

The Performance Appraisal report shows progress with 50 sales behaviours in 5 sections:

- » Preparation
- » Approach
- » Needs Analysis
- » Presentation/Demonstration
- » Negotiation

Armed with the knowledge of their specific strengths and weaknesses, salespeople become more conscious of their behaviours and are better able to change them. The result is a relatively quick, yet powerful transformation to a confident and masterful **TOP DOG**.



THE BENEFITS

BETTER PEOPLE

MAKE BETTER DECISIONS

NEGOTIATE BETTER BUSINESS

AT BETTER MARGINS

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.
- » Confidently prospect for new business and increase territory or account penetration.
- » 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.

THE BENEFITS

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 everyday 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.

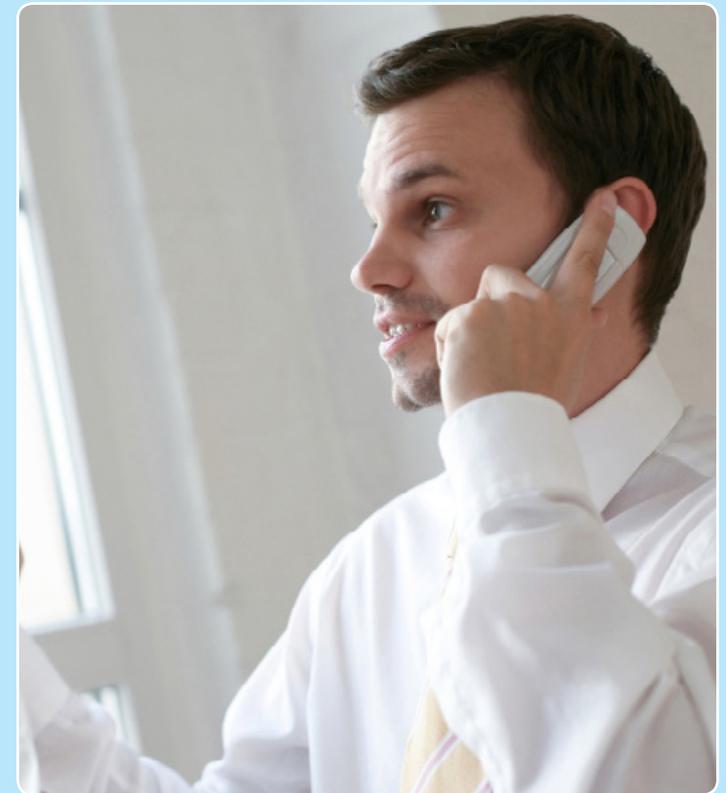
IMPROVING SALES PERFORMANCE MEANS CHANGING MANAGEMENT'S EXPECTATIONS

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





THE BENEFITS

IMPROVING SALES PERFORMANCE MEANS CHANGING ATTITUDES

Change the Salesperson's attitude towards the relevance and application of new skills.

Set performance standards that remove passive resistance to learning and the luxury of reverting to the comfort zone of established sales behaviours.

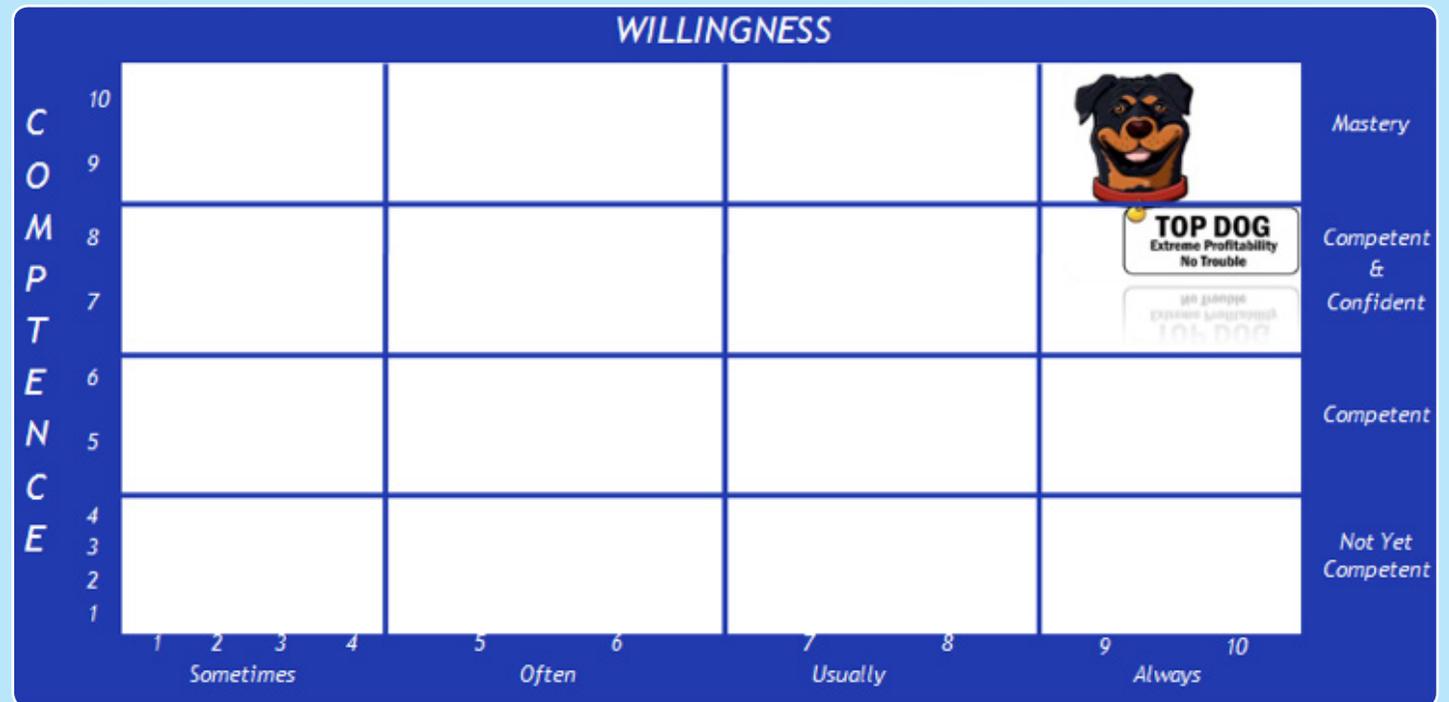
Change the focus of Sales Managers to measuring **Willingness** to employ the 112 known sales behaviours and the **Competency** to bring about the desired result.

- » What gets measured gets done.
- » You can't manage what you can't measure.
- » If you can't measure it, you can't understand it.
- » If you cannot understand it, you cannot improve it.

ENSURE "CONSTANT EFFORTS AT IMPROVEMENT" IS THE NORM.

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

Better Sales Processes Automatically Lead to "Better Salespeople".





THE BENEFITS

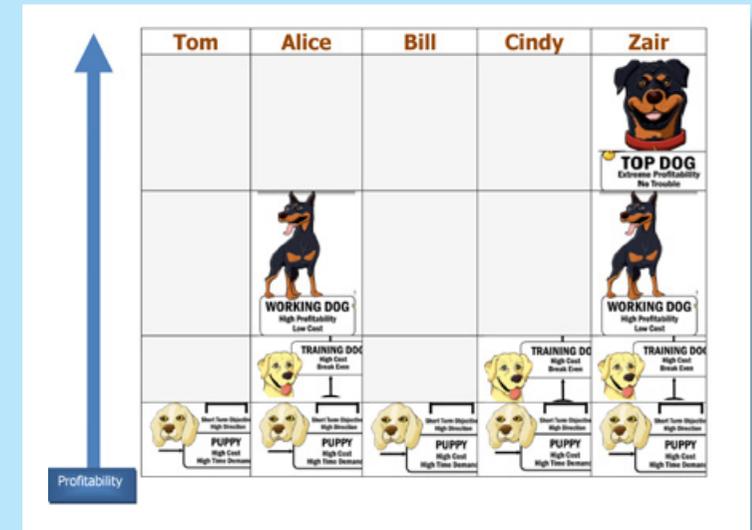
Do Not push the training at them all at once... they will quickly forget.
But, slowly... one small step at a time.

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 and Chart:

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

**MONTH AFTER MONTH, ALL YEAR LONG;
YOUR SALES FORCE KEEPS GETTING
SHARPER AND SHARPER.**



Until each Salesperson has reached “TOP DOG” sales status

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