

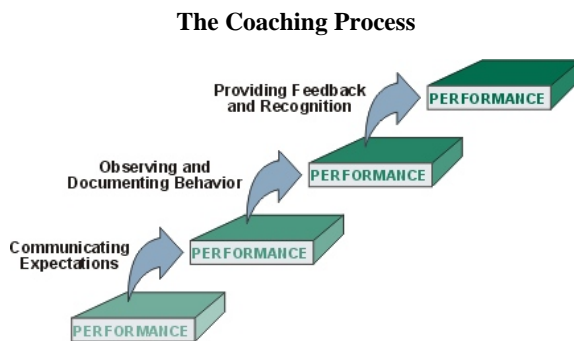


MANAGING SALES PERFORMANCE

The sales function is a key source of competitive advantage for organizations—and there is no place where competition is more intense than in the sales arena. As the role and importance of sales in organizations expands, having a highly effective sales force and a consistent developmental approach to sales management are absolute necessities. The ability of sales managers to develop their salespeople has a significant impact on sales team success and on revenue results. Consequently, the development of sales managers is a critical success factor for enhanced sales productivity.

Managing Sales Performance (MSP) is a flexible, modular program that provides sales managers with an approach and the skills they need to continually manage sales performance; and ensure the ongoing success and development of the salesperson. MSP provides a thorough understanding of the principles of coaching and reinforcement, and gives managers a tactical process for developing a team of top-performing salespeople. When used in conjunction with *Counselor Salesperson*, each manager and salesperson will get the most benefit out of their training.

salespeople and real coaching situations for practice and planning, and it provides a process for an immediate application to support early success.

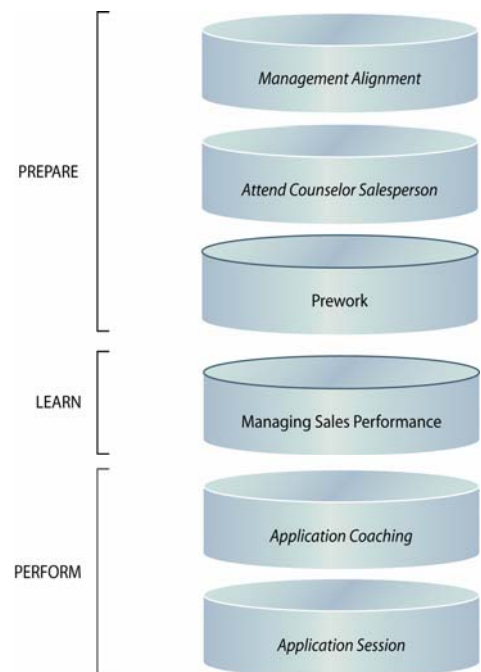


VALUE PROPOSITION

MSP helps sales leaders perceive themselves as “coaches” instead of managers. They see how they will drive performance through their coaching efforts. The program provides the tools and skills they need to improve, maintain, and stretch the performance of all their salespeople, achieving results at all levels. Their focus shifts from a short-term focus on making sales to a long-term focus on maximizing overall performance.

APPROACH

Learning and using MSP is pragmatic and adaptive. It starts with making sure the organization’s leadership understands and supports the approach. MSP uses real



MSP can be delivered in a consecutive two-day session, split into two separate one-day sessions, or a series of short sessions that focus on specific coaching topics. This enables:

- Face-to-face interaction and an opportunity to share experiences and expertise
- Tactical action planning to address current coaching challenges

MSP has five integrated learning modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Sales Managers Will...</i>
<p><i>The Manager as Coach</i></p> <p>How to understand the manager's role as coach. How to approach coaching salespeople for improved performance.</p>	Be able to apply principles of coaching to enhance sales performance and improve revenue results.
<p><i>The Coaching Process</i></p> <p>How to set expectations, observe and document behaviors, and how to give feedback.</p>	Be able to build sales performance through a consistently applied set of coaching tools and skills.
<p><i>Coaching for Effective Relating</i></p> <p>How to understand the selling process as a function of the buying process. How to build trust, establish credibility, and express empathy for customers' concerns and expectations.</p>	Be able to coach salespeople to quickly establish trust with any person in the buying process and gain that person's willing cooperation in sharing information.
<p><i>Coaching for Effective Discovering</i></p> <p>How to understand the buyer's needs by asking appropriate fact and feeling finding questions. How to listen and organize information. How to get the buyer's agreement on the true nature of the problem.</p>	Be able to coach salespeople to gain an in-depth agreement with the buyer about the real nature and scope of the problem to be solved.
<p><i>Coaching for Effective Advocating and Supporting</i></p> <p>How to develop and present solutions that clearly address and solve the customer's business problems. How to bring out concerns, resolve objections and agree on next steps. How to ensure ongoing customer satisfaction after the sale. How to ask for new business and referrals</p>	Be able to coach salespeople to convince buyers that a particular offer is a valuable solution to their business problem <i>and</i> to assure high customer satisfaction and an enhanced relationship after the sale.

ENABLING IMPROVED PERFORMANCE

MSP features various optional performance application, reinforcement, and support tools. These additional learning components – tools for communicating expectations and observing behaviors, job aid cards, a Counselor Salesperson Skills Checklist, recommended Counselor Salesperson coaching activities, etc. – ensure that sales managers can hone newly acquired coaching skills and behaviors upon returning to work.

MEASUREMENT

Organizations that implement MSP also have access to measurement and impact evaluation tools. The optional Development Action Planners are used to create and track development tactics for salespeople and indicate and demonstrate progress as a by-product of the coaching process. This concrete real-world feedback motivates salespeople to perform and it also provides measurable results to reinforce managers' coaching efforts.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that MSP brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and can be integrated with your sales process.