



Company Overview

We build Motivation and Sales Programs for Startups and Small Businesses

What: Our mission is to help you exceed your sales and motivation goals through proven world-class services, focused primarily on increasing:

- Employee engagement and retention
- Productivity and lead conversion
- Sales of new and existing customers
- Revenue per sale
- Exposure and brand awareness

Why you care: Sales is the bottom line driver of any business. Without a well-trained, highly motivated sales force, your business could stall and not experience the growth needed to realize your vision.

Don't hire a full-time Sales Trainer and Instructional Designer for \$1000s/yr + benefits. Bring me in on an as-needed basis to build motivation and sales programs that are easy to manage!

HOW we help you grow



Motivation

- **"6 Cs of Success:"** (quick overview video link will be emailed)
 1. **Clarity:** Going from an "I don't know mindset" to an "I know exactly mindset."
 2. **Certainty:** Am I engaged in the right activity, at the right time, with the right people, to get the right results?
 3. **Consistency:** Am I driven by emotion, up and down depending on the day, or am I putting in the effort day in day out?
 4. **Courage:** Am I too afraid to ask the tough questions, or overcome objections, or ask for the sale over and over?
 5. **Confidence:** Confidence comes from preparation and previous wins - am I prepared and do I believe I am the expert?
 6. **Conviction:** This is the belief in the product, the company, the vision. Am I being suggestive, or recommending with conviction – undeniable belief?

Bonus: **Consequences** or stakes: Why am I going to push a little bit harder than everybody else? The WHY will drive the activity and engagement.



- **Motivation Rollout options:**
 - 1-hour motivational morning huddle
 - multi-part series to provide the team with tools for sustainable success
 - half or full day intensive

Inside-Out Selling Model

The new way to teach sales to get sustainable results

Objective: *Flexture*

- Build an internal structure, both for the company and individually so we can have external flexibility to engage more qualified prospects and close more deals!

3 Pillars

- **Preparation:** *Be the Expert*
- **Motivation:** *Find Consistent Motivation*
- **Process:** *Crush the Process*

Preparation: *Be the Expert*

- Expertise in 5 areas
 - Company & Industry
 - Target Audience
 - Product & Service
 - Process
 - Systems & Tools

Motivation: *Find Consistent Motivation*

- 6 C's of Success
 - Clarity
 - Certainty
 - Consistency
 - Courage
 - Confidence
 - Conviction

Bonus: Consequences

Process: *Crush the Process*

- **BEARS** Sales Process
 - Build Rapport
 - Evaluate 3 Ps (Position, Priorities, Pain)
 - Assign Features & Benefits
 - Recommend with Conviction
 - Resolve Objections
 - Secure a Decision

- [4 Unique Sales Services:](#) (watch this video for a quick outline of each service)

- **Sales Training**



- Facilitation
 - Your content (any program)
 - Inside-Out Selling model (customized)
- Trainer Evaluation/Co-facilitation with your training team

- **Sales Coaching**



- Rep level:
 - Individual
 - Small Group
 - Live Call Listening: watch me do (leaders learn how to be visible on the floor)
- Team Lead level:
 - Teach your lead reps how to effectively coach others
- Leadership level:
 - Manager and Trainer Development

- **Sales Training Analysis**



- Full or partial analysis to ensure a solid foundation as you scale
 - New Hire Training + Transition Plan to the floor
 - Product Training
 - Industry and Company Training
 - Sales Process Training
 - Systems Training
 - Manager/Leadership Training
 - Career Development

- **Content/Curriculum/Program Development**



- Ongoing Content Development
 - Job aids
 - Training decks
 - Reinforcement materials
- Curriculum/Program Development
 - Conduct a needs analysis
 - Identify objectives and program outcomes
 - Design the framework
 - Develop the content
 - Implement the program (possible pilot)
 - Conduct Evaluations/Assessments/Certifications