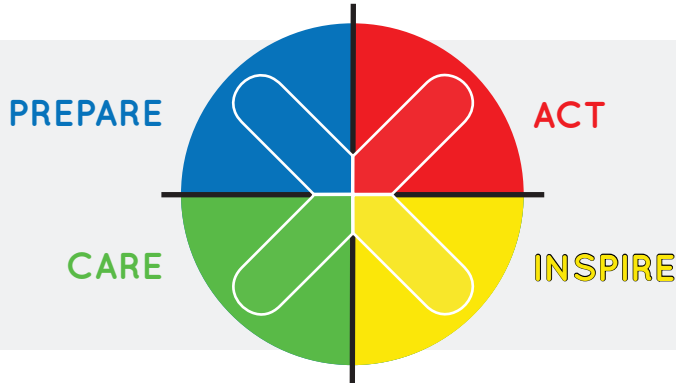


DYNAMIX | Sales Performance

GROW PROFITABLE SALES

We work with your salespeople to improve their selling **skills, behaviors** and **attitudes** in order to improve overall sales performance.



SALES PREFERENCES MATTER

We identify people's selling style using our DYNAMIX® profile. Sales managers use this profile as a coaching tool to help their people to improve their performance.

OUR SALES MODEL

We help your sales professionals to improve effectiveness at each step of the sales call using our 5-step Sales Effectiveness Model.



Sales Preferences



Your Unique Selling Style

You will receive your DYNAMIX® Sales Profile outlining your selling strengths and areas to improve



Adapting To Your Client's Style

Learn how to identify your client's unique buying style and how to adjust your sales approach to meet their needs

Preparation



The Winning Edge Principle

The difference between winning a sale and losing it is small. Confidence, optimism and a take-charge attitude, along with other positive thinking strategies, are used to give you that winning edge.



Your Personal Brand

People buy you first. Your personal brand and how you represent yourself distinguish you from others. First impressions make a difference and what clients remember after you leave matters.



Filling Your Sales Funnel With Prospects

Systematically identify your ideal prospects and clients and get more appointments using a variety of methods.



Working S.M.A.R.T.

Clear sales goals, call objectives and call advance strategies are necessary to maximize your sales performance.



Organizing Your Time And Territory

Get more done in less time and spend more quality time with better customers.



The Ideal Sales Call

Plan your call, implement your plan and debrief each call to advance to the next step and close more sales faster.



Understanding How Your Clients Make Buying Decisions

We link our 5-Step Sales Model to your client's buying model in order to close more sales.

Listening and Asking



Winning Against The Competition Identify your unique selling proposition and leverage your strengths while overcoming competitive tactics.



Listening Between The Lines

Uncover your client's real needs and concerns by improving your empathic listening skills. This builds trust and confirms that you really understand your client's situation.



Consultative Questioning Skills

Well-crafted consultative questions position you as a problem solver. They add value to each sales call and move you closer to finding a solution that will help your client.

Presenting Solutions



Strategic Account Management

You need to get to know your key accounts really well in order to differentiate your solution and offer extraordinary service. Here, we cover strategies to manage and retain accounts that are critical to your business.



Selling and Presenting To Different Types Of Buyers

Different types of buyers have unique needs and interests. You need to know how to communicate your value proposition at different levels in your client's organization.



Influencing Without Manipulating

Positive influencing helps clients to achieve their goals, while manipulating erodes trust. There are powerful ways to influence and help your clients to make good decisions.

Removing Barriers



Powerful Proposals and Presentations

The way that you make your proposals and how you present your solutions will determine if and how quickly you move on to the next step.



Negotiating Win/Win Deals

The ability to negotiate win/win deals with clients is an important skill. We teach you practical ways to overcome resistance and negotiate successful agreements.



Uncovering And Overcoming Objections

Your ability to uncover and overcome objections will determine how many sales you will make and how fast you will make them. We will teach you how to identify and overcome even the most difficult objections.

Conclusion and Follow-up



Closing More Sales Faster

Moving the sales process along at the right speed, and gaining increased levels of commitment on each sales call is a critical success factor. Ultimately, this will enable you to close more sales.



Extraordinary Follow-Up and Service-

Getting a sale is one thing, getting the second sale and keeping your customers is another. Here we will give you techniques to ensure that you give your clients more than expected.