

Executive Link

#1 Sales Scenario

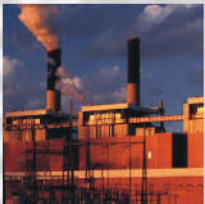
#2 Differentiation

#3 Evaluating Sales

#4 Training

#5 Competitive Sales

ISSUE There are several new prospects in the sales pipeline. The opportunities keep slipping, forecasts are inaccurate, and there is no consistent reason. You're not losing to competitors, just to NO decisions.



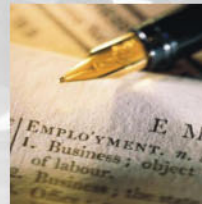
Manufacturing



Public Sector



Healthcare



Financial Services

SOLUTION By using EXECUTIVE LINK early in the sales cycle your sales people can QUALIFY the opportunity at the decision making level of the organization. Having the comfort to talk the talk at the decision making level of the organization, your team will be able to identify if a real opportunity exists or if they can create a need. In doing this they will be able to pursue the prospects that have real potential to do business with you. Time spent leading nowhere will be dramatically cut. This allows more time to prospect and find/create real opportunities that can be closed in the quarter or month you need!

WHILE ROI will vary, consider your average selling price and the cost of sales (travel, resources, time) alone. How would profit be impacted if every sales person closed 4 additional accounts? How would your bottom line improve if you cut "no decisions" in half? How much more revenue would you generate if sales called the decision makers early and only pursued real opportunities vs. waiting until they are months into a sales cycle? What does it all add up to for you? \$_____

TYPICAL SALES CYCLE
QUOTA SALES PERSON



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