

Executive Link

YOUR sales team is finding it a challenge to differentiate the company's offerings from other comparable alternatives available in the market. They are forced to discount the price or lose opportunities to competitors. This is causing your profit margin to erode and may be affecting your stock price as well.



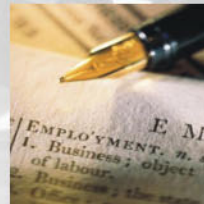
Manufacturing



Public Sector



Healthcare



Financial Services

#1 Sales Scenario

#2 Differentiation

#3 Evaluating Sales

#4 Training

#5 Competitive Sales

SOLUTION When the market is tight and there are a lot of alternatives available, sales people tend to prospect/sell at the lowest levels in organizations. This causes many issues which all impact your bottom-line. EXECUTIVE LINK offers insight into issues decision makers face, which are also mapped to your solutions. People buy from people, so the best differentiation you could possibly have is for your team to be viewed as a business consultant who understands the issues and who offers prudent solutions to real problems. By gaining the status of a "Trusted Advisor" your team will differentiate themselves by working at the executive level while your competitors fumble around accounts trying to earn their way to the top.

WHILE ROI will vary consider:

- ✓ No one buys a pacemaker from the lowest bidder! Now your team will be viewed as a partner to the decision maker and your price will not be subject to a bidders war. How much revenue could you add to your bottom line if your team had little need to discount? \$\$\$\$\$_____
- ✓ How much could you save by shortening your sales cycle by working at the Executive Level from the very first call? \$\$\$\$\$_____
- ✓ Once you have established yourself at the top of the organization the opportunity for add-on sales goes up dramatically. Consider your average add-on price to your clients and the savings of having a non-competitive sales evaluation for future offerings. \$\$\$\$\$_____

BEFORE

Market is **TIGHT**

Sales Team is **SCARED**

There are **MANY** alternatives

DISCOUNTS are Given to **WIN** Business

Profit Margins **ERODE!**



AFTER

Market is **TIGHT**

Sales Uses **EXECUTIVE LINK**

Relationship With **DECISION** **MAKER** is **FORMED**

TRUST & DIFFERENTIATION is **ACHIEVED**

Profits Remain **HIGH!**



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