

Executive Link

ISSUE It seems to take a long time for your new sales people to build a qualified pipeline and close new accounts. You spend time and money investing in giving them product knowledge, company orientation and your competitive advantages. You do not have a way to give them comprehensive market trends, industry terms, or understanding of the issues decision makers face and how your solution can solve those issues. This is costing you money and time by not being able to generate revenue quickly. It also can hurt by not being able to determine if you have made a good new hire shortly after new sales people start.

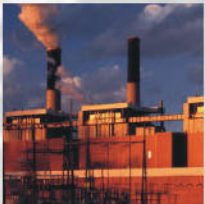
#1
Sales Scenario

#2
Differentiation

#3
Evaluating Sales

#4
Training

#5
Competitive Sales



Manufacturing



Public Sector



Healthcare

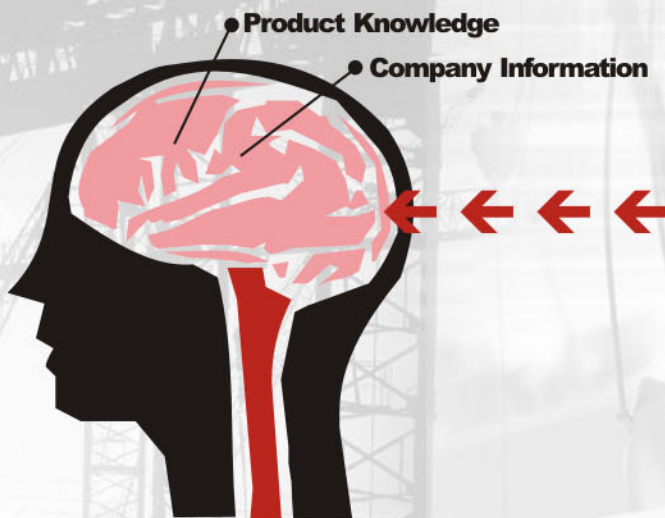


Financial Services

SOLUTION Product training and company orientation is important. More important is your sales teams ability to communicate with credibility to decision makers. Being able to link your products/services to the issues decision makers face is the key to selling anything! EXECUTIVE LINK offers you the ability to customize your solutions to management roles. This makes it very easy for your team to understand, communicate and link your offerings directly to the executives that can make buying decisions.

WHILE ROI will vary consider:

- ✓ How much additional revenue you would add to your bottom-line by cutting new sales representatives learning curve in half. \$\$\$\$\$_____
- ✓ Giving your team the tools they need and getting them started from day 1 focusing on the right issues while selling at the right level will increase sales early and often. \$\$\$\$\$_____
- ✓ Offering this type of training will also cut turnover in your sales team. \$\$\$\$\$_____



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EXECUTIVE'S ISSUES
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