

THE INTELLIGENT SELLING SERIES™

THE VALUE CREATING SALES PROCESS WORKSHOP™

Business Challenge

The list of challenges sales organizations face in hitting their number is endless. Competition from low cost providers, waning return from traditional prospecting methods and reliance upon trusted internal networks for supplier and vendor recommendations has Chief Sales Officers scrambling for growth. Companies investing in a defined sales process experience a minimum of **5-10% revenue growth** when a formal process is followed consistently (Sales Leadership in Action, 2010). Organizations without a documented sales process are more likely to exhibit random behaviors, inaccurate forecasts, and lengthy cycle times in closing orders.

The Focus

The goal of a validated sales process is to make routine the manner in which the entire organization engages customers. It's a process designed to maximize each and every touch point and to codify the behavioral success factors at each step of engagement. These critical customer interactions also provide a platform for competency development and thus better training and coaching investments. Bill Walton Sales Training not only creates a graphical process but includes a workshop to vet key steps and to share best practice with sales leaders and top salespeople.

Outcomes and Deliverables

- Organization survey that uncovers key steps and inflection points with customers
- Focus group interviews that include multiple talent bands and sales leaders
- Document review of presentations, proposals, and specific customer feedback
- Win/loss debrief with senior sales leaders
- Executive Summary of findings and recommendations for initial sales process draft
- A defined set of coachable sales skills and actions (aligned with how clients buy)
- Half-day workshop that refines/aligns sales process to customers buying process
- Presentation of a graphical representation of a custom sales process
- A blueprint for the training you need to win along with defined roles for sales managers



WHO WILL BENEFIT

The Value Creating Sales Process Workshop™ is designed for sales leaders, sales operations professionals and senior salespeople committed to a disciplined approach to customers.

DELIVERY

Delivered as a research-based half-day workshop complete with tools and process.

ABOUT

Bill Walton sales training (BWST) is a division of ProDirect, a nationally recognized value creation and sales training company. The firm specializes in helping clients un-blur the lines of differentiation between them and their fiercest competitors. Our value creation methodology is used among the who's who in the Financial Services, Energy, and Travel and Transportation Industries. Based in Princeton, NJ BWST serves clients in the Fortune 500.