

THE INTELLIGENT SELLING SERIES™

THE 90-DAY DASH™

Business Challenge

Business leaders are bombarded by calls from salespeople. Most have assistants screening their email and they rarely pick up the phone. In fact, over 90% of voicemails never get returned. Salespeople need an easy to execute a process for generating qualified new relationships - one that cuts through the clutter and makes the salesperson stand out over time.

The Focus

The **90-Day Dash™** is a 90-day prospect development process designed to help salespeople systematically grow their new business portfolio. The program is driven through a high-impact seminar with 90-days of follow-on coaching. This results-producing system provides salespeople at all levels with practical skills and tools that they'll be able to use immediately. Coaching and reinforcement is conducted through Bill Walton Sales Training's Online Learning Center.

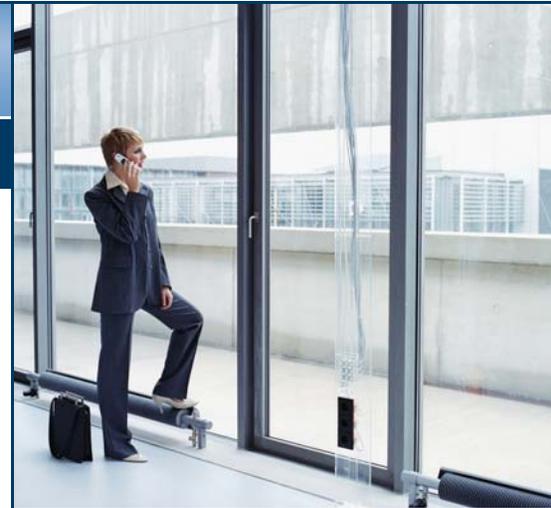
Key Content

- Developing a 7-Touch Strategy™
- Creating a "stream of consciousness" with prospects
- Developing your unique elevator pitch
- Referral strategies that generate qualified new relationships
- Personal time and opportunity management strategies
- The **90-Day Dash™** business development dashboard
- Prioritizing your prospects for maximum penetration
- The Bill Walton Sales Training relationship building tool

Outcomes

By participating in the **90-Day Dash™** participants will be able to:

- Determine where exactly to go for new business
- Create more compelling relationships with their network
- Engage the total organization beyond their team
- Attract and recruit clients vs. merely "selling" them
- Develop a plan of touches that brands them as a trusted advisor
- Outsell their competition by getting to opportunities first



WHO WILL BENEFIT

The **90-Day Dash™** is perfect for salespeople, account managers, and financial professionals who need to reach hard-to-get prospects to grow their business.

DELIVERY

Bill Walton Sales Training's **90-Day Dash™** is a 3-month intensive business development program that kicks off with an engaging 4-hour seminar complete with tools and tip sheets. Follow-up coaching is provided by trained BWST facilitators and/or certified client coaches.

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.