Advantage

Sales Accelerator

From our thought leader partner **BTS**

Sales Accelerator provides salespeople the understanding, skills, and tools they need to deliver maximum value.

Flawless execution of today's core selling skills

Overview

Sales Accelerator is the first core selling skills program that reflects the realities of selling in today's B2B environment. Customers today want salespeople who deeply understand their businesses and they want their purchases to impact their desired business results as rapidly as possible. *Sales Accelerator* provides salespeople the understanding, skills, and tools they need to deliver maximum value.

Based on several years of research with customers and sales forces around the globe, the 2-day *Sales Accelerator* program focuses on 4 areas:

1. Aligning your sales efforts with the customer's buying cycle.
2. Improving your customer understanding.
3. Applying the best practices that world-class salespeople use to accelerate the sales process.
4. Asking high-impact sales questions that connect product and service needs to the customer's desired business results.

Additional practice is provided in evaluating opening a sales call, asking follow-up questions, handling objections, gaining commitment, and building a call plan for an account. The program also includes the completion of a personal development plan using what they learned along with web-based tools.

Sales Accelerator helps salespeople:

- Learn the market trends and business challenges that shape customer decision-making.
- Understand the customer's buying cycle and align it with their own sales cycle.
- Create an effective pre-call plan.
- Apply best practices that are most critical to advancement in their accounts at each stage of the buying cycle.

bts
Strategy made personal

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- Learn the sales practices that will help them achieve success.
- Construct and ask compelling questions that identify the customer's desired business results and the actions they are taking.
- Learn how to "peel the onion" to dig deeper into customer interests and needs.
- Address concerns and objections by exploring customer interests and driving toward completing the sale.
- Prepare a call plan for an account.

Program Description

Sales Accelerator is comprised of 4 key elements. The first is prework in which participants engage with their manager to select an account that will be used during the program. Both the participant and the manager also rate the participant's skill on various sales best practices as part of the prework.

The second element is a learning day for sales managers in which the principles and practices of the program are unveiled and the managers are prepared to coach participants both during and after the workshop.

The third element is the 2-day learning experience, and the fourth element is a set of online tools and learning extensions that help both the managers and the participants apply the practices and principles back on the job.

Finally, there is an option for a third day of learning that explores additional topics.

Implementation/Customization

Several elements of *Sales Accelerator* are customized to maximize relevance to the participants and to speed application of the skills developed during the program. The sales cycle and examples of what happens when selling and buying cycles are out of synchronization are customized. The research packet used during the pre-call planning activity is customized. And a variety of practice cases are also customized. The recommended implementation process includes prework, a pre-meeting with managers, the workshop, and rigorous post-program coaching.

For additional information about *Sales Accelerator*, visit Advantage Performance Group, call us at (415) 925-6832 or email contact@advantageperformance.com. Explore our complimentary resources at apg1.us/free.