Your Sales Kick-off.

Do something unexpected.

Advantage

bts
Strategy made personal

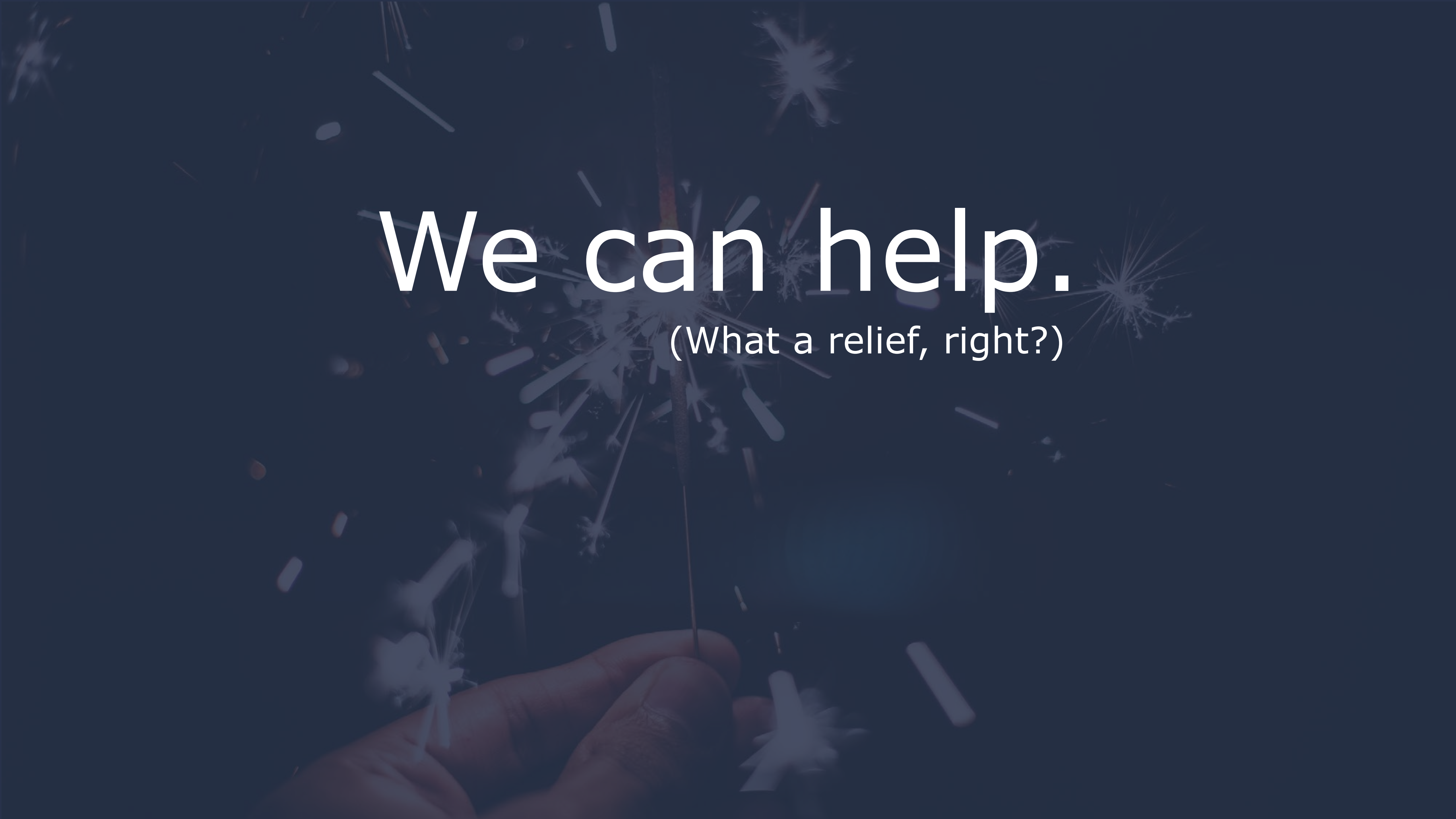
You only get one chance.

One chance to bring the sales team all together. One shot to rally support for the year’s plan.

Will this be just another sales meeting or will it *drive results?*

Do something unexpected.

bts Advantage


We can help.
(What a relief, right?)

What's the secret sauce?

Do your sales people feel captive, *or captivated?*

Salespeople don't enjoy long lectures or boring PowerPoints. They'd rather roll up their sleeves and become part of the action.

We take your strategy, your outperformers, and our research and design a customized learning experience.

Our process starts with your desired business results. Then we work backward to find the key behaviors that are already leading to the success of your top salespeople. We benchmark those behaviors against your competitors and industry best practices.

And our sauce wouldn't be complete without taking a long, hard look at what your customers want. We examine their buying patterns and identify behaviors to increase your value proposition to them.

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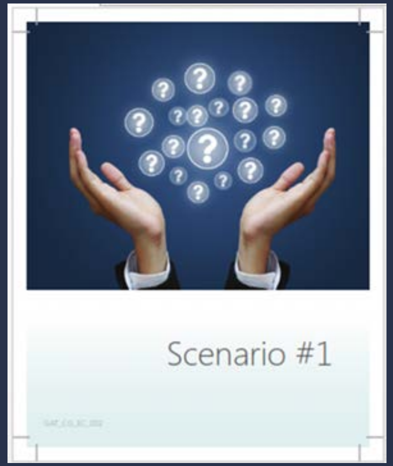
War Games

War Games is a digitally enabled, competitive situation designed to help your people develop strategies to overcome competitor moves in the field. You will walk a mile in your competitors' shoes so that you can better anticipate and evaluate competitor moves and understand the implications of those moves on your company.

Teams are assigned specific competitors and provided with actual intel on the competition. They are then asked to develop and present their strategies to overcome several real-world scenarios from the perspective of the competition.

Time: 5 - 6 hours

- Analyze company, competition, and technology landscape
- Identify opportunities and threats
- Prioritize technology bets (big data, AI, augmented reality, etc.) and products/markets
- Review events as a team (major technology disruptions, new entrants, etc.) and discuss responses
- Present strategies
- Score peers and provide feedback



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Know the Buyer

Know the Buyer is a competitive, computer-based simulation designed to ensure that our customer's perspective is at the core of our decision making process. Feel the "pain and angst" caused by your customer's insufficient understanding of the buyer.

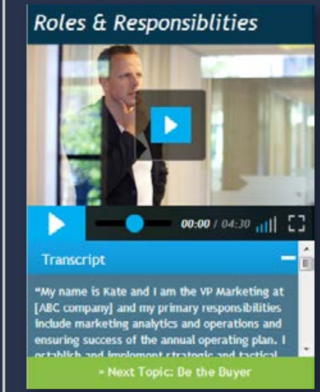
First, participants get to know their buyers by splitting into "buyer rooms." As participants rotate through each room, they encounter a new buyer type.

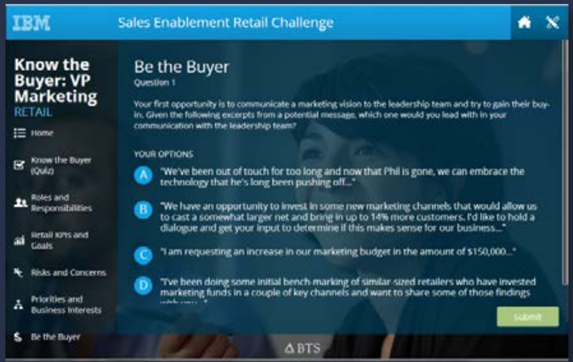
Participants are brought back together in the main room to run their merchant's business and experience the intended (and unintended) consequences that result from the critical interdependencies between your business model and key performance drivers for the customer.

Time: 3 - 6 hours

1

Rotating through up to 7 different buyer profile rooms:





Deepen awareness of the priorities and interests of up to seven functional buyer profiles

Connect with buyers by understanding functionally specific:

- **Roles & responsibilities**
- **Business goals & interests**
- **Key risks and concerns**
- **KPIs & desired outcomes**

2

Together in the main room:

Your people are charged to run a merchant's business

Supplier(s)
The 'supplier' is based on you, magnifying execution missteps in **Round 1**

In **Round 2** other suppliers, your competitors, are introduced (who have more customer knowledge, intimacy, not necessarily better technology, and they steal/share)

→ Assume the role of CMO and use buyer knowledge to manage all aspects of the customer's business.

→ End Customers

Win/Loss Workshop

Win/Loss Workshop is a digitally enabled workshop that animates real customer engagements and the critical actions that you take in a customer buying cycle.

Participants work in teams on iPads through two, real-life examples of deals to make choices during critical moments of customer conversations that will move their buyer either toward or away from buying. Participants then create a 60-second value proposition conversation on video for one aspect of the deal cycle.

Choices are debriefed and videos are pushed out around the room and rated by peers. At the end, it is ultimately revealed if your company won or lost the deal in real life. Participants are then shown a video from the real customer discussing their reasons for choosing or not choosing your company as their provider.

Time: 3 - 4 hours

Your people are given a case study about a client and are asked to evaluate the case study and answer some questions to prepare them to speak with a buyer that they will have an encounter with.

Determine what is relevant to customer executive.

Discover how to uncover and present impact on customer business priorities.

Develop a video articulating of your company’s unique value proposition.

Engage Abroad

Sales managers at your company might spend a portion of their SKO engaging their teams abroad virtually.

In the Engage Abroad workshop, Managers are given a challenge that is demonstrated in action first by the new Sales Leader. They are then tasked with communicating this challenge to their teams back in their home offices virtually by creating a video. Teams in home offices will review videos, and are charged with responding to their Sales Manager. Virtual facilitators will coach teams in their responses. Sales managers then receive their team's feedback, eliciting action on the part of both the Manager, and the Team.

Time: 3 – 4 hour (virtual sessions)

On the first day in Barcelona, participants watch a video of the CEO deliver your company's vision for the future and strategy.

Participants then watch the new Sales Leader live as he explains what he believes the vision means for the sales organization at your company.

In teams of 2-3, participants use the Sales Leader's vision to create a vision conversation of their own for their specific sales teams and practice delivering the vision in rooms with peers.

Participants take turns recording their vision and execution plan videos for their team to view virtually.

In their regional offices, teams watch their Sales Leaders' videos in each region and workshop with facilitator to detail execution plan.

On the last day, team videos are sent back to managers to workshop an implementation plan with facilitators and peers to take home to teams upon their return.

Sales Accelerator

Sales Accelerator is our process of creating a new sales methodology for your organization. In other words, it's the basis for how we create the common language and skills for "how we sell here." Our solution reflects the realities of selling that our research has shown. Namely, that customers today want sales people who deeply understand their businesses, and they want their purchase to impact their desired business results, as rapidly as possible.

Sales Accelerator will help your Sales People apply **eight best practices** that define world-class selling and will provide them with the understanding, skills, and tools they need to deliver maximum value.

Time: 1.5 days

- Transition from conversations about products and solutions to conversations about business results
- Build a deep understanding of your customer's business priorities and the trends affecting the business
- Understand the customer's buying cycle and how to accelerate it by meeting your customer's needs
- Practice crafting and asking high-impact questions that create value and uncover your customer's interests
- Develop advanced question skills to explore the customer's desired business results
- Map proposed solutions to your customer's business priorities
- Recognize the customer's business priorities and align them with the customer's definition of value
- Understand what closing looks like at each phase

Sales Team

We further drive team selling capabilities by putting your sellers in a simulated selling environment customized to their industry. It offers a dynamic simulation of the real-world challenges salespeople face as they implement new strategies and skills. Learning, practicing, and experimenting with new selling techniques in a realistic, yet safe environment builds salespeople's confidence and competence. When they take this knowledge from the sales kick-off into the field, they are already experts in its application and, therefore, can deliver immediate results.

Time: 1 – 1.5 days

1 Team
=
1 Account Exec.

3
Rounds

1
Account

$3000
To Start

3x
Purchase Info

3
Presentations & Role Plays

1
Winner

So what’s next?

Is there life after a Sales Kick-off?

You’ve got options.

Your Sales Kick-Off conference is just one step of the journey. Consistent, on-the-job application and execution is what drives success. We will help you reinforce learning beyond the conference room through innovative tools that drive real-world results. We’ll help your Sales Managers target their coaching efforts and reduce the amount of time that they spend in the field.

If you only want a one-time, kickoff experience that your Sales Force will rave about, that’s totally cool with us.

But.

If you want to capitalize on the excitement and momentum of your unexpectedly energizing Sales Kick-off event, we have a few ideas.

In-Field Execution

Most training initiatives fail because there is little focus on field execution. We have identified a simple formula that is execution-focused: Narrow the aperture to a single skill or knowledge area, focus all activities on their real work product and provide participants with instructions on what to practice and how to practice. Peers driving accountability is the perfectly placed cherry on top.

DEEP
DIVE

The field execution sessions begin with a deep dive into a particular skill or knowledge area. A facilitator will spend the first 20-25 minutes of the session on knowledge transfer.

APPLIED
KNOWLEDGE

The remaining time in the field execution session is dedicated to introducing participants to tools, frameworks and discussing specific examples of what "great" looks like within their organization.

GO- DO

The performance session culminates with an action step for participant to "go" into the field and "do" this action. Participants will be given guidelines to recount this activity in the future with their peers.

WORK
GROUPS

Three to four weeks after the initial meeting, participants will join a virtually facilitated 45-minute call to share insights and their experiences with peers.

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Field Execution (Meeting-in-a-Box)

The following is an example of how a banking client addressed the inability of their client-facing professionals to succinctly articulate the firm's value proposition.

DEEP DIVE

Developing and delivering an effective value proposition.

This is a 25 minute facilitated session (in-person or virtual) where participants are introduced to the frameworks that enable them to build/customize their value proposition that they intend to deliver to their clients.

APPLIED KNOWLEDGE

During this portion of the session, participants are introduced to the tools that they can use to apply the learning to their real work.

As part of the Applied Knowledge Session, we also invite Senior Leaders to share examples of how they develop/customize their value propositions. We also leave time for them to field any questions from the participants.

GO- DO

Instructions are emailed to participants:

1. Connect with 3 senior people and ask them to share their value prop.
2. Identify a customer/situation where they can deploy the value prop.
3. Build and practice delivering their value prop.
4. Deliver value prop in the field
5. Share experience with Work Group.

WORK GROUPS

Work groups are typically 2 to 3 peers that evaluate each others work over a virtually facilitated call.

During the evaluation, peers answer the following questions:

- What worked/ What needs work?
- Is it holistic and actionable?
- Is it a good use of time?

Data is collected from all of the work groups, analyzed and distributed to the larger group.

Clients

We work with some of the most innovative and high performing sales forces on the planet (and are more than happy to put you in touch with them).

Microsoft
hp
ERICSSON
vmware
at&t
AUTODESK
Telefónica
Google
IBM
CISCO
LG
ORACLE
twitter
salesforce
verizon

UBS
Standard Bank
Westpac
BBVA
BNY MELLON

KPMG
pwc
MARSH
accenture

ups
sodexo

Newell Rubbermaid
P&G
Sara Lee
SONY
NIKE
pepsi

Schindler
PPG
COATS
SANDVIK
BLUESCOPE
Ingersoll Rand
Chevron

aetna
MetLife
Bristol-Myers Squibb
ucb

bts

What we do works.

Oracle

Key accounts grew from 25% to 33% of overall revenue.

Telstra

Meetings with senior customer decision-makers increased by 30%.

Sharp

Reduced share of reps below 50% of quota from over 50% to 28%. 4th Quarter projected revenue shortfall eliminated.

Wärtsilä

Accounts with an account plan: Net Sales +10%, Won Deals +10%, and CSAT +8%.

Ingersoll Rand

Teams led by managers who participated in program achieved 104% of quota vs. 91% for others.

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Contact

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