

Sales Acceleration Series

From our thought leader partner **BTS**



Sellers and managers need to perform in common, critical situations. **Being great in these moments** separates the best from the rest.

Rather than describing broad skills, modules focus on **“what great looks like”** in a specific, common situation.

A plug & play set of critical sales modules that enable sellers and managers to **be great when it counts**, using the concepts of Accelerator Selling.

How It Works

Select Your Modules

We help you select the best acceleration modules for your sales process or you can select them yourself.

Choose Delivery Method

Choose a virtual facilitation, an in-person experience, or a hybrid where the facilitator is virtual and participants are collocated. All three options can be delivered digitally, or for the in-person or hybrid methods, using paper materials.

Ensure Success

We perform check-in calls to ensure success.

Modules for sellers:

- Conducting a business review: Bring actionable, data-driven recommendations
- Conducting a demo: Customize for high-impact
- Cross-selling: Identify complements
- Developing a territory plan: Diversify to de-risk
- Developing an account strategy: Work from a plan to yield results
- Engaging an executive: Continually build credibility
- Initial negotiation: Expand the field of play
- Planning your week: Choose time with customers
- Prioritizing accounts and opportunities: Lean into strengths
- Resolving a customer problem: Solve for more

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Fast, high-quality training for salespeople and sales managers

Flexible delivery via classroom or virtual group sessions, without travel

Option to facilitate with your resources

- Resolving objections: Combat concerns constructively
- Sharing an insight: Connect trends to priorities
- Time-constrained discovery: Individualize questions fast
- Up-selling: Uncover improvement opportunities

Modules for managers:

- Coaching a mid-level performer to become a high performer: Focus on fine-tuning
- Forecasting sales: Scan the horizon
- High-potential prospecting: Segment customers to drive seller efficiency
- Setting meaningful expectations: Performance, values, and culture
- Understanding behavioral styles: Adapt your style to increase engagement

What You Get



Tools to help people execute in the field



A One-Hour Experience, classroom or virtual, to see what **great** looks like in the moment, allowing for immediate application



Simulation for practice of new skills in a risk-free environment



Impact Maps to show you the behaviors that will change and how they connect to the results you care about



Go-Do's or small structured steps that help people take action in front of customers



Assessments to create a baseline of seller performance and show improvement over time



Coaching Accelerators to help managers coach to **great** quickly and easily

3 Examples of How Modules Work

- Standalone learning burst
- One-day workshop
- Six-month journey

For additional information about the *Acceleration Series*, visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email contact@advantageperformance.com. Explore our complimentary resources at apg1.us/free.