



SALES SKILLS

The S.A.L.E. Series

For Sales Professionals, Sales Managers, and Service & Support Professionals

Now, more than ever, corporations need confident, competent sales and support teams to keep their products and services at the forefront of their industry. That's why we've partnered with VisionPoint to co-develop a smart solution for sales training. **The S.A.L.E. Series** is a cost-effective way to jump start sales training for everyone in the organization.

Gretchen Skok DiSanto, Manager
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Sell Smarter, Not Harder with The S.A.L.E. Series

Buyers today are highly sophisticated. They prefer to collaborate with professionals who are equally sophisticated. They expect sales and support professionals to be knowledgeable, skilled and trusted colleagues and advisors in providing solutions to the needs of their organization.

This new program series equips your entire organization to sell *smarter*, not just harder. Featuring individual programs for sales managers, sales professionals and sales support teams, **The S.A.L.E. Series** is powerful foundational sales training that helps employees build critical skills to increase the effectiveness of your organization's sales efforts—top to bottom.

This program series breaks down the sales process into four easy steps and explores each step individually as well as the entire process put together. By design, the programs are **easy to use**, and through optional activities **provide maximum flexibility** to expand on specific skill priorities.

What's the formula for success? The S.A.L.E. Process:

- S** - Set up for success
- A** - Analyze needs
- L** - Link to solutions
- E** - Establish commitment

Win the S.A.L.E. for Sales Professionals pays special attention to the competency areas of selling, communication and presentation that are particularly relevant for new sales professionals. Using the S.A.L.E. process, participants are given a variety of opportunities to explore and practice skills and strategies for responding to common sales situations. Recurring themes include demonstrating how every interaction with a customer is an opportunity to build trust and loyalty to move a sale forward.

Coach the S.A.L.E. for Sales Managers focuses on the multiple roles of sales leaders and is especially relevant for new or struggling sales managers. Learning activities include a variety of opportunities to explore and practice skills and strategies related to modeling the S.A.L.E. process, setting goals and expectations, managing accounts and applying the coaching process.

Support the S.A.L.E. for Service and Support Professionals introduces the basic formula sales teams use to build rapport and manage the sales process. It concentrates on the competency areas of resolving customer problems and recognizing new sales opportunities. Learning activities include a variety of opportunities to explore and practice skills and strategies for responding to the most challenging customer support and service situations in an environment that expects support professionals to help *lift* sales.