

Sales 1.01

Program Objective: This three-day program focuses on the core skills that underpin success in sales. Developed to engage salespeople of all levels, it provides an introduction for new salespeople and a refresh for the experienced - laying the foundations for managers to coach and transform sales performance.

Issues and Challenges Addressed

Managers often express frustration that they 'bang the drum' but little changes. This program provides a catalyst to achieve the outcomes managers seek:

- gaining momentum in new business initiatives
- improving predictability - the qualification and close of forecast business on time
- bringing together internal, external and pre-sales people to work on joint issues and goals
- getting ROI on previous investments in Sales Process.

How the Program Works

The basic principle is see it, do it, review it.

- **See it** - a subject is introduced and a concept demonstrated
- **Do it** - an exercise with the opportunity to both practice and observe
- **Review it** - debrief the exercise, give feedback and exchange ideas
- **Apply it** - apply the learning in the real world and report back.

Each sales activity is linked back to the four core mindsets that underpin success in sales:

- **Readiness** - getting set for success
- **Curiosity** - a genuine desire to understand
- **Awareness** - spotting and acting on signals
- **Agility** - adapting to people and situations.

Why it's Popular with Everyone

It's the workshop format and working directly on live deals, accounts and target customers that make it work. 'Old hands' take part in exercises, coach and give less experienced people a vision of what good looks like.

This creates a dynamic that everyone finds refreshingly different because:

- there is no selling of a magical process to follow
- it's practical, providing insights and ideas that apply to current challenges
- there is no being told what to do
- the focus is on the core mindsets and skills that everyone knows underpin sales success.

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An excellent platform for a common understanding and helping people do the basics right.”

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I was very surprised at how engaging and illuminating I found this.”

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As a technical person I was a bit wary but pleased to find the content genuinely applicable to my role.”

“
I still use the Reality Check to this very day. That method has helped pay for my wedding, mortgage and three kids.”

Jim Wigg

Coaching for Salepeople

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