

# Results Marketing Practitioner Business Development Training

*Equip your sales team with the skills they need to compete for sales and marketing budget dollars in an increasingly accountable business world.*

Is your sales force up to the challenge of selling products and services in a marketplace that demands solutions? Could your sales grow faster if your salespeople had a more efficient way of identifying new prospects, building measurable relationships, and meeting your clients' increasing demand for expertise and ideas, and not just products and services?

Selling Communications Inc. provides customized sales and business development training specifically for providers of sales, marketing, and motivational services. Our clients want to make sure their sales people and business development team have the knowledge and tools to meaningfully distinguish themselves from traditional products and services providers.

**Your deliverable:** Sales people and systems that continually and measurably identify qualified prospects and build the confidence and trust prospects need to close a sale.

## **Solution-Selling: Much Easier Said Than Done**

Your salespeople almost always say that they sell solutions, but ask your customers and you'll get another opinion. Overwhelmingly they will tell you most salespeople in sales and marketing focus primarily on selling their products and services and not enough on providing ideas or solutions to problems.

Why? The ability to sell solutions requires a level of industry knowledge, objectivity, and an ability to listen and think on your feet that not every sales person is ready for. SCI not only helps you equip your best performers to make the most of their solution-selling talents, but can help your organization make the most of its "hunters and gatherers."

SCI tailors its Solution-Selling curriculum specifically to your needs, with its experience grounded in the world of sales and marketing in which you sell.

## **What Makes Results Marketing Practitioner Training Unique**

SCI's Results Marketing Training picks up where standardized training leaves off, by focusing on the specific realities you face as a provider of products and services to the sales and marketing world.

Results Marketing Sales Training is based specifically on your company and your marketplace; we come equipped with the market knowledge necessary to impart the appropriate training.

Based on your objectives, we use a participative process that not only reinforces learning, but often identifies critical strengths and weaknesses, and opportunities or threats that could affect your sales and business development performance. Your deliverable includes not only salespeople better trained to sell solutions, convey your unique selling benefits and build trust, but a post-program report identifying opportunities, risks, and, if desired, individual and/or team sales skills evaluation.

Results Marketing Sales Training is conducted by leaders in the sales and marketing of results marketing strategies.

We do not use a canned approach. Each program is customized to your market place and business conditions.

Learn more about what Selling Communications can do for your organization. Call your SCI Account Representative, or contact Jim Kilmetis by e-mail at [jkilmetis@sellingcommunications.com](mailto:jkilmetis@sellingcommunications.com), or call him at 914-591-7600, ext. 229.

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## Results Marketing Sales Training With Bottom-Line Impact

Our training will better equip your people to identify and cultivate qualified prospects and sell solutions.

Based on the fundamental capability of your team, which SCI cannot control, we can help you make sure your team has the best possible chance of rising above purveyors of products and services to become a trusted advisor. In many cases, the process helps you determine those in your organization able to become trusted advisors and those better suited as hunters and gatherers, so that you can deploy your sales team to your best advantage.

### Who Can Benefit?

Results Marketing Sales Training targets companies that sell services and products to the sales and marketing community, including: people performance management, advertising, marketing services and communications, incentive programs, meetings and events, promotional products, and more.

The training is specifically designed for anyone in your organization involved with business development, including sales and marketing and support personnel, with curriculum adaptable to each audience.

### Topics Covered

Every program is designed to meet your organization's specific needs, but the program can include:

- Sales and marketing trends and how they affect your business;
- Today's client—a psychographic profile of your clients;
- Best ways to identify prospects;
- Strategies for getting in the door;
- How to qualify prospects;
- Ways to keep the dialog going when a prospect has said "maybe;"
- Ways to keep the door open after a qualified prospect has said "no;"
- The role of the trial close;
- Efficient sales territory management;
- How to avoid standardized RFPs;
- Effective lead generation strategies that work in your business.

## The Process

### Preparation

Because each training session is based on your individual needs and market, each project starts with a planning meeting with key stakeholder to clarify objectives and measurable outcomes. This session also includes a complete briefing on your organization's specific products, services, unique selling benefits, marketplace, competitive factors, etc. SCI provides a complete agenda in advance and conducts its own research to speed up the process. The outcome is a Training Plan that maps the entire process, including the timeline and methodology to be used.

The course includes instructional materials adapted from the Results Marketing Practitioner section of the Sales Marketing Network at [Info-now.com](http://Info-now.com).

### Implementation

SCI works within your schedule to minimize cost and time requirements. Since training is a critical component of your sales meetings, SCI specifically designs programs that you can incorporate into an annual sales meeting.

### Recommendations

Based on your needs, SCI will provide a complete post-program evaluation and recommendations to help you determine the most efficient deployment of your sales team.

### Measurement

We can help you rate the product and service knowledge of your sales team, as well as their ability to solution-sell.

### Your Training Team

All major sessions are designed either by Bruce Bolger or Jim Kilmetis, co-principals of Selling Communications Inc., a leading integrated marketing, media, and technology company in the sales and marketing arena. Bolger and Kilmetis each have over 20 years involved with sales and business development in the sales and marketing field, and remain actively involved with business development.