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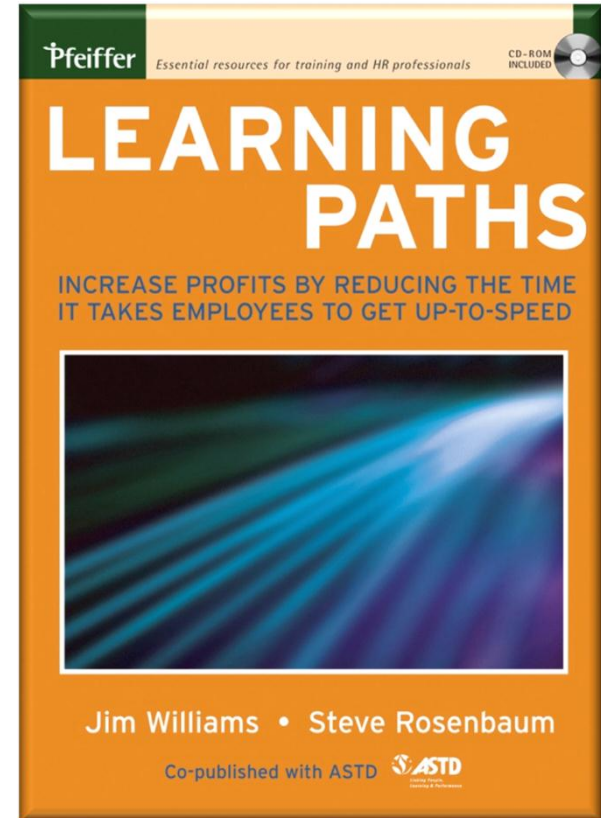
# How to Get Salespeople Up-to-Speed in Record Time

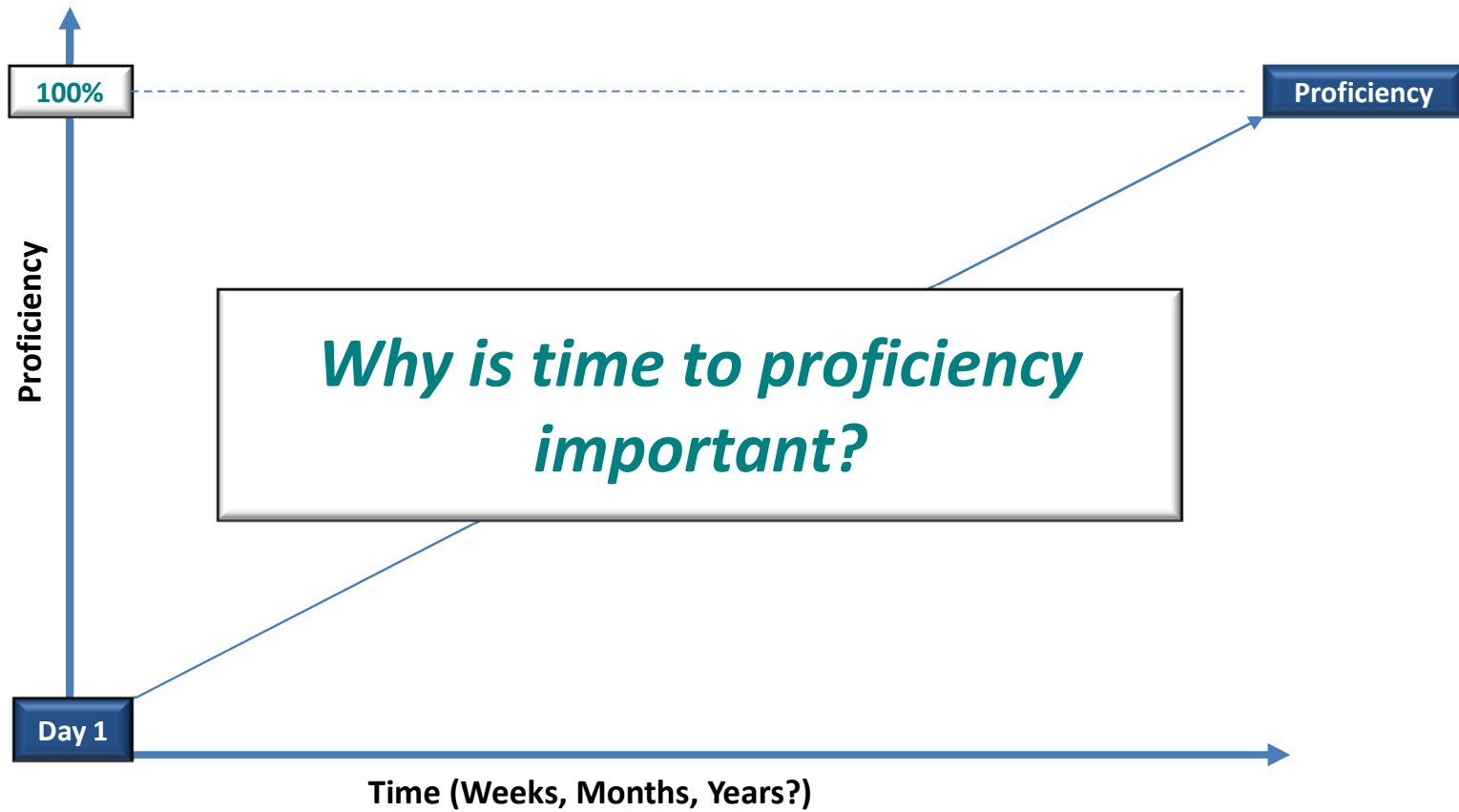
*The fast track to high performance*

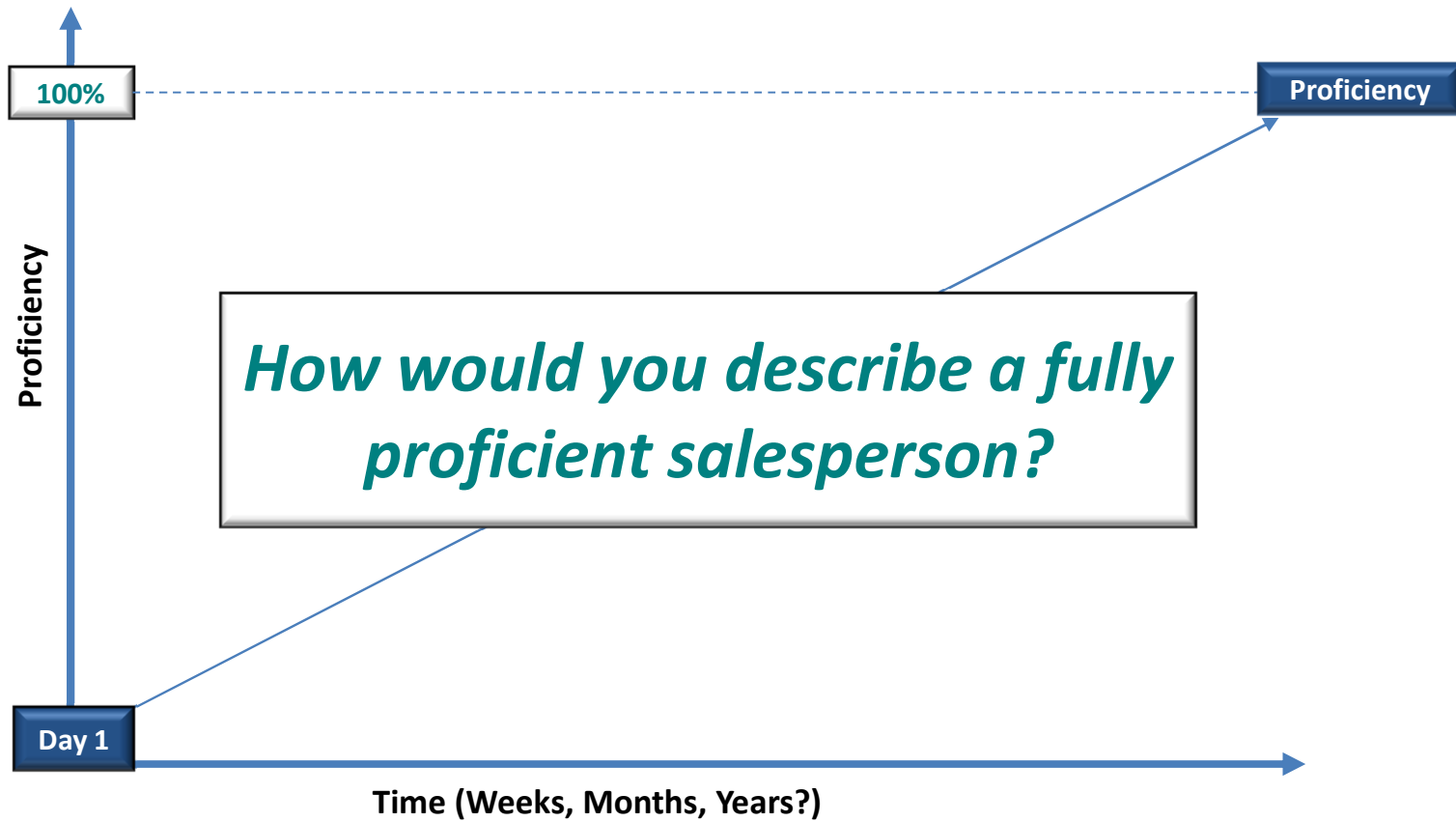


# Learning Paths

- “ Proven Track Record for Reducing Time to Proficiency for Salespeople by 30 to 50%
- “ Includes inside and outside sales, consumer sales and B2B
- “ Industries:
  - . Insurance
  - . Finance
  - . Pharmaceutical
  - . Health Care
  - . Manufacturing
  - . Retail
  - . Travel and Leisure





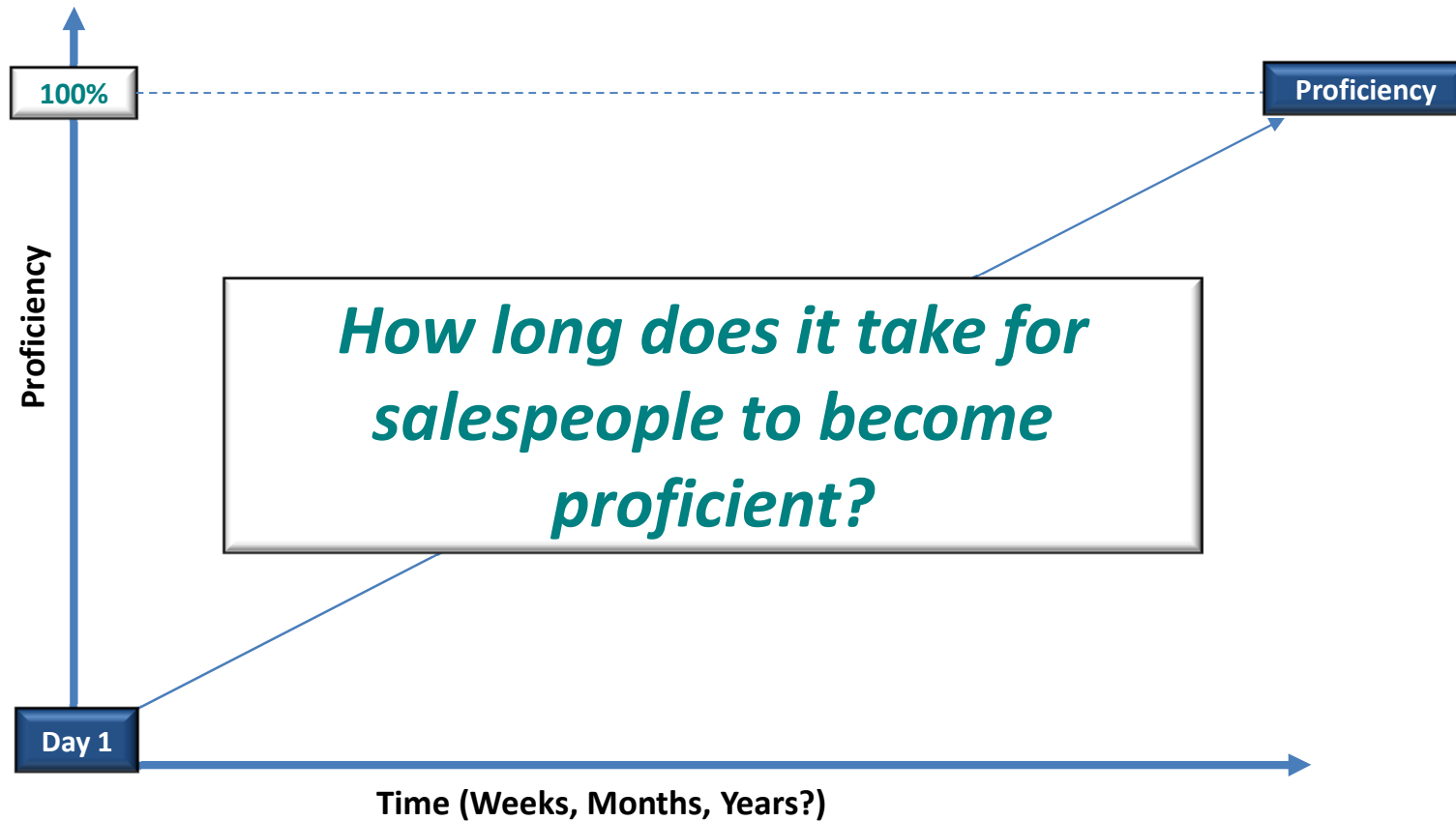


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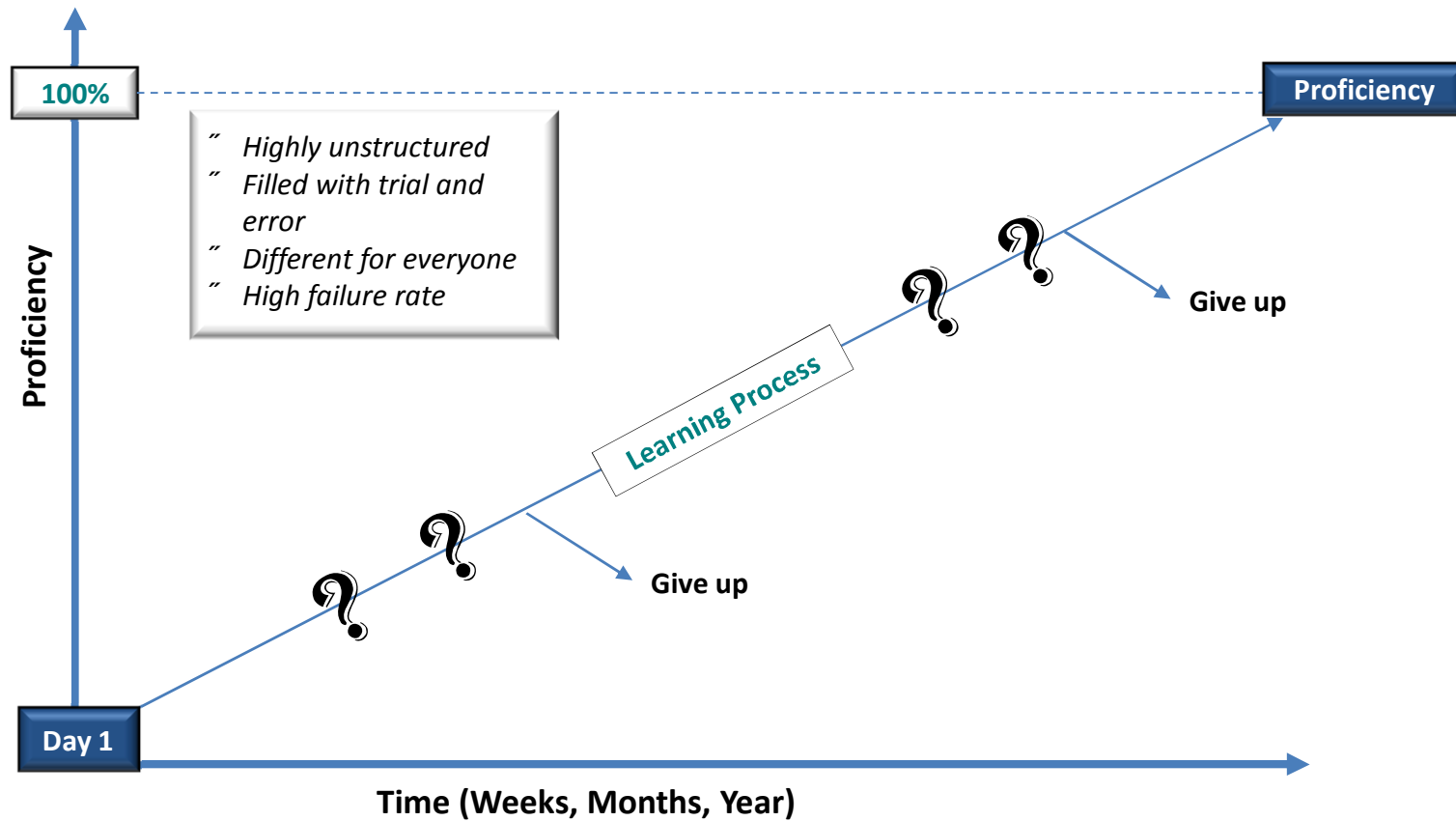
## Defining Sales Proficiency

1. Reaching sales goals in terms of quantity and quality of sales over a set period of time
2. Maximizing profitability while building long-term customer relationships

# Time to Proficiency



# How Most Salespeople Learn to Sell



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***What's the fastest way to  
become proficient?***



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# Top 5 Ways to Accelerate the Learning Process

1. Define sales proficiency and use it as the assessment tool
2. Establish best practice sales process with tools, presentations and templates
3. Structure the entire learning process to proficiency including formal and informal training
4. Structure the learning process by customer types rather than topic by topic
5. Install a daily sales discipline early in the learning process



# 1. Define Proficiency

## Category: New Business

Done	Proficiency Statement	Milestone	Verification
<input type="checkbox"/>	1. Develops and maintains a prospect list of at least 50 qualified prospects per month.	2 Months	Review prospect list in system.
<input type="checkbox"/>	2. Obtains at least 5 qualified business leads from networking events and social networking per month.	3 Months	Monthly sales report
<input type="checkbox"/>	3. Makes at least 10 sales presentations per month on new prospects closing at least 3 per quarter.	6 Months	Monthly sales report
<input type="checkbox"/>	4. Sells at least \$100,000 in new business sales with a profitability of 25% or more per quarter.	9 Months	Quarterly sales report

- “ 30 to 60 proficiency statement
- “ Defines success
- “ Used as the assessment tool

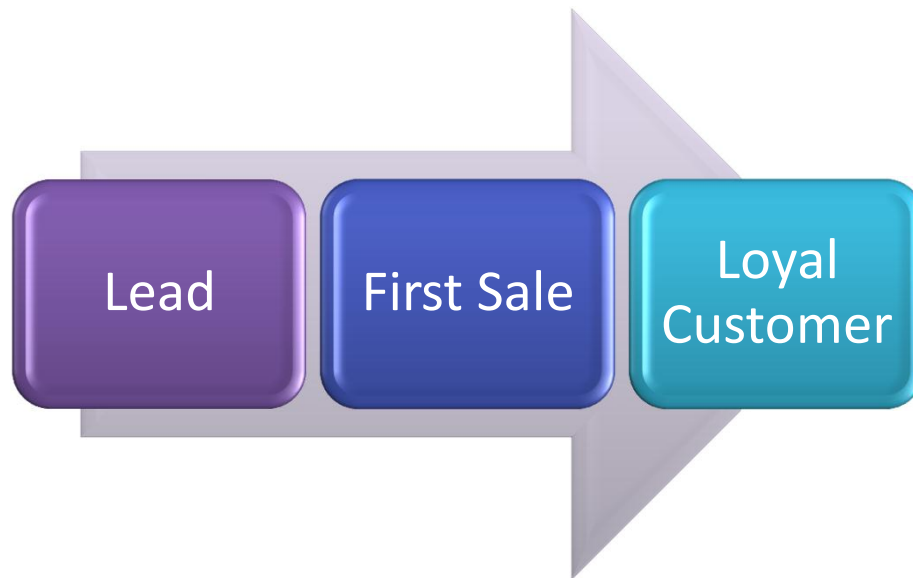
## Category: Managing Accounts

Done	Proficiency Statement	Milestone	Verification
<input type="checkbox"/>	1. Develops and maintains an active client base of at least 25 accounts with sales of \$15,000 or more.	4 Months	Quarterly sales reports
<input type="checkbox"/>	2. Sells a minimum of \$25,000 in each of four industry specific product lines per quarter.	8 Months	Quarterly sales reports
<input type="checkbox"/>	3. Identifies and resolves customer issues and complaints within 24 hours by involving the correct internal resources.	3 Months	Monthly service reports and customer surveys
<input type="checkbox"/>	4. Builds and maintains a productive working relationship with at least 3 key contacts within each customer organization.	6 Months	Observation during joint sales calls



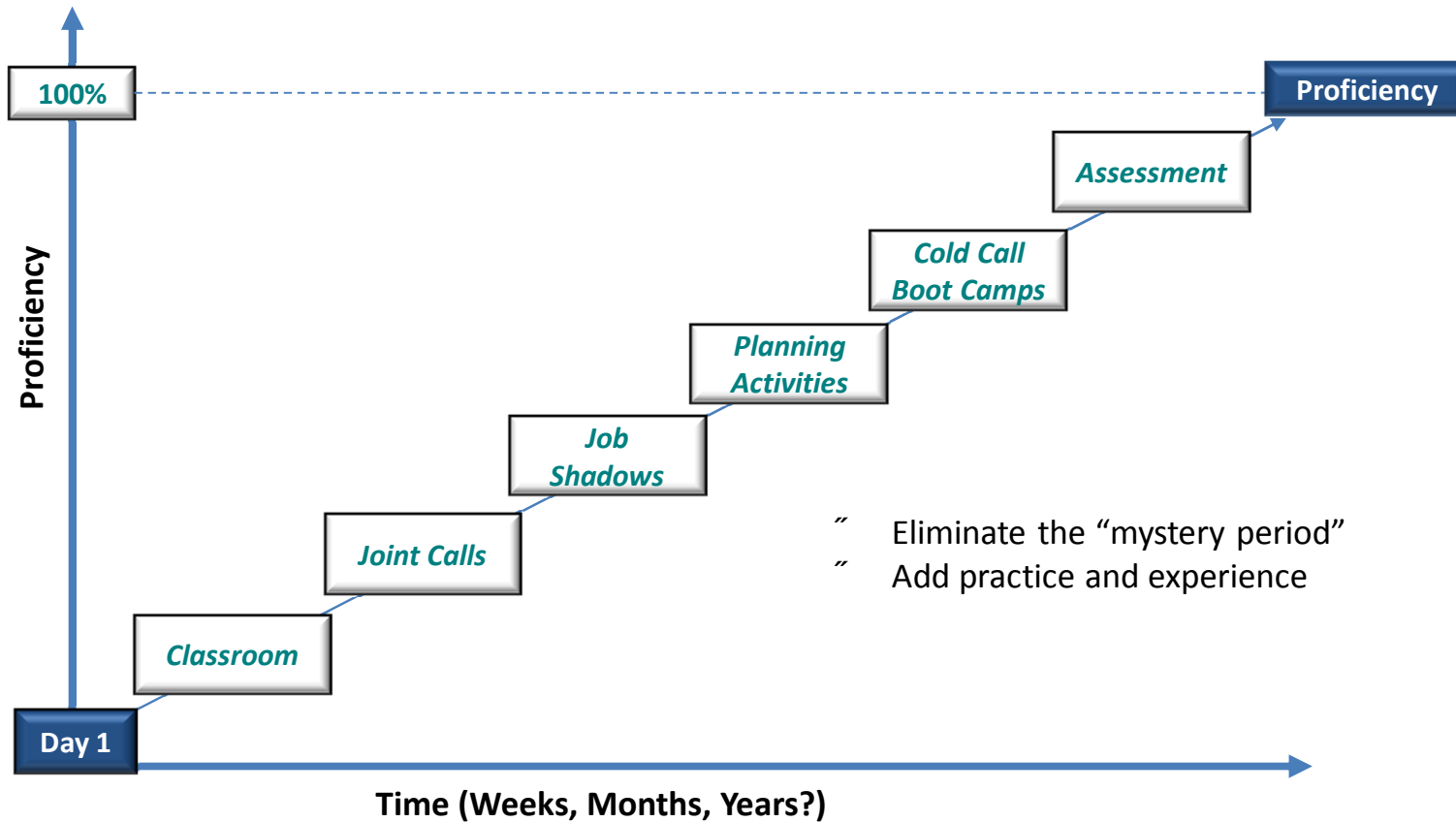
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## 2. Establish Best Practice Sales Process



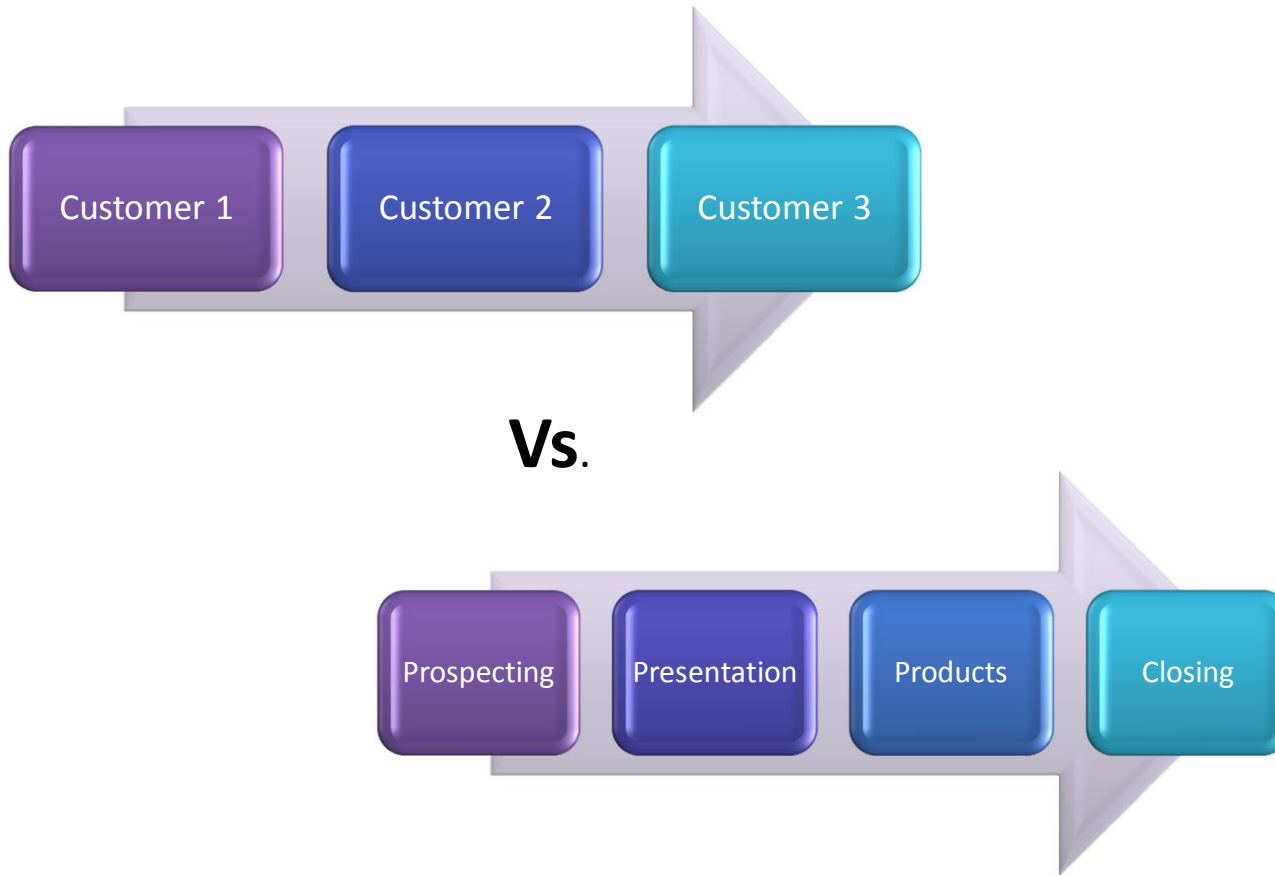
- “Include tools, presentations, checklists and template
- “Build into daily sales activities

# 3. Structure the Entire Learning Process



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## 4. Structure by Customer Type vs. Topic



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## 5. Install a Sales Discipline Early

- “ Real calls as soon as possible
- “ Concentrated cold call activities
- “ Tools and guidelines for managing sales activities



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# How we can help

Visit Us: [Learningpathsinternational.com](http://Learningpathsinternational.com)

- ” Sales Quick Hit Workshop
- ” 30/30 Plan
- ” Certification Training

Contact Us:

- ” [steve@learningpathsinternational.com](mailto:steve@learningpathsinternational.com)
- ” 952-368-9329

