

### **Overview of the Sales Intelligence Advanced Executive Sales Program and Target Achievement Program.**

Business Development in modern industries has advanced substantially in recent years. Buyers are informed, knowledgeable and sophisticated - the process of selling to them is one of true business development. This means the application of a multitude of competencies, the establishment of trust and the demonstration of expert product/industry knowledge. The successful Business Development Professional "leads" his client into the decision-making frame, and facilitates the deal through proactive and professional deal making activities.

In addition, the levels of competition, especially in a sophisticated and dynamic market such as Australia, are more intense than ever. In most cases the Business Development Professional is dealing with the question, not of whether the customer will buy our product or service, but whether he/she will buy it from us. This requires an imaginative, energetic and highly professional response if success is to be consistently achieved.

The Advanced Executive Sales and Target Achievement Program is made up of

- a 2 day sales training course followed by
- a period of coaching, typically 6 months, which ensures that sales targets are met.

### **THE COACHING PROGRAM, or Target Achievement Program (TAP).**

On completion of the course, the company's main attributes, challenges and resources regarding their sales capabilities becomes apparent in depth. The individuals that make up the sales team, from direct sales people, channel managers, account managers, telemarketing staff and other business development people who attended the course are well known and, typically a special relationship has developed.

In addition, the company's mission, target market and value propositions have been thoroughly examined and dealt with in case studies and role-plays.

This sets up the ideal platform for an effective coaching program that is designed to ensure that the lessons learnt will be put into practice, and that sales targets have a high probability of being achieved.

The sales targets for the next 6 months are analysed and a new, and frequently increased, set of targets are agreed upon. This will be set as the coaching program target.

The facilitator, in conjunction with the sales people and management, designs activities to set up a supportive and reliable program to ensure that the targets are achieved. These activities include:

- Accompanying salespeople on calls, or "co-calling"
- Mentoring or coaching sales people to ensure the proper application of the competencies
- Strategising specific customer opportunities
- Monitoring the progress and success of the sales strategies
- Assisting with presentations and demonstrations
- Participating in sales strategy discussions
- Reviewing sales progress and establishing and remedial programs required
- Holding, typically, weekly sales meetings to discuss progress in depth.

During the period of the TAP, progress meetings are held with Management. Each individual in the sales team is individually discussed and support strategies are agreed upon where appropriate.