CAPONI PERFORMANCE GROUP, INC.

Creating Top Performers

Caponi Performance Group Overview

Our Three Core Disciplines
Workshop Methodologies

Detailed Workshop Descriptions

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CAPONI PERFORMANCE GROUP, INC.

Creating Top Performers

MASTERING SALES SERIES

Who We are

and What We Do

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Who We Are and What We Do

Caponi Performance Group is, simply put, a sales improvement company focusing on increasing top line revenue in ‘Business to Business’ selling environments. We deliver the necessary methodologies, which include the processes, tools, and techniques to help our clients achieve their stated goals.

Our business is split into three disciplines. Those are sales and sales management training, sales management consulting and speaking engagements.

In the consulting area, we deliver basically two services; process improvement and surrogate sales management.

In the sales training area, we deliver specifically tailored face-to-face workshops built on process-driven, sales methodologies, with emphasis on **tactical techniques that are practiced during the workshops** that can actually be applied in the field the very next day. What additionally differentiates us from our competition are the follow-through activities we build into our programs during the weeks directly after the actual workshops. Our follow-through activities acknowledge human nature and the repetition needed to change habits and develop new skills. When implemented with client management support they dramatically increase the level of of the acceptance and implementation of what we teach (and the continuing ROI on the training investment).

In the speaking arena, Barry Caponi is known as a dynamic and engaging public speaker. He has spoken to basically three types of audiences; sales forces and/or sales managers, senior non-sales management or general business audiences. Topics are general motivation, sales and sales management oriented and are usually customized to the concerns and challenges of the audience as well as the setting.

Our follow-through activities acknowledge human nature and the repetition needed to change habits and develop new skills. When implemented with client management support they dramatically increase the level of the acceptance and implementation of what we teach (and the continuing ROI on the training investment).

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Mastering Sales Series of Sales Training Workshops

THE APPOINTMENT MAKING PROCESS (1 ½ days) – how to set appointments whether they be into existing accounts, from networking and the development of 'warm leads', or outright 'cold calling' (includes a 'call blitz')

TACTICAL OPPORTUNITY MANAGEMENT (1 day) – how to manage prospects through a defined sales process using a common language, shorten sales cycles, strategize opportunities and forecast accurately

BASIC AND ADVANCED SELLING AND QUESTIONING SKILLS (variable and sometimes delivered as a series - 1 day to 3 days) – this workshop can be delivered as a Sales 101 level workshop for inexperienced sales reps all the way to a Sales 501 graduate school level for grizzled veterans. We cover everything from how and why people make decisions and respond to requests, to how plan and deliver an effective sales call. We include exercises on what needs to be learned in order to qualify and close, and how to ask the questions to get the information we determine is necessary in those exercises (can include video taping of role playing)

MAJOR ACCOUNT SELLING (1 ½ days) – this workshop is a combination of two deliverables. One is how to move from a 'Vendor' status to a 'Trusted Partner' status with selected accounts through learning how to sell to 'C' level executives, SWOT exercises, how to prioritize accounts, and actual account planning. The second deliverable is the facilitation of actual account planning by the reps and/or teams. The result of these workshops are plans that can be implemented

TELEPHONE SELLING SKILLS (1 ½ days) – this workshop is designed for those who sell entirely over the phone, whether it be inbound, outbound or a combination. The workshop focuses on moving the prospect efficiently through a defined selling process that combines some of the skills taught in Appointment Making and those from Basic and Advanced Selling and Questioning Skills (includes a 'call blitz' where appropriate)

NEGOTIATION SKILLS (1 day) – this workshop is designed for the sales environments where price and other deliverables are invariably negotiated at the end of buying cycles, eroding margins. We cover strategy development as well as the tactics. This is very effective when delivered as a part of the Advanced Selling and Questioning Skills workshop as the negotiative process begins in the very first call through how sales reps answer certain questions are answered (such as how much does it cost) and how other things are positioned

SALES MANAGEMENT COACHING SKILLS (1 day) – this workshop is designed to help sales managers become more proactive managers using the techniques we teach in the workshops. It helps managers understand how to apply the tactical and measurable methods in positive and constructive manners versus punitive ways to build more success and teamwork within the sales teams. In addition, techniques for running productive sales meetings are discussed

NETWORKING SKILLS (1/2 day) – how to efficiently network, with emphasis on how networking really works, planning attendance at an event, or using a network for gaining an introduction or information, development of 'twenty second introductory commercials'

GOAL SETTING (1/2 day) – simple techniques to effectively build sales plans as well as life plans. Includes exercises (time permitting) and the development of a set of goals

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Consulting Services

PROCESS IMPROVEMENT: the study of current methods of operation to determine areas for improvement. We explore and make recommendations where necessary in areas such as:

Overall sales management

- What is our cost of sales as a percentage of revenue? Is it in line with our industry?
- What should we monitor, how and why?
- Do we have the right processes, tools, resources and management policies in place?
- Is sales and marketing in synch? Is our sales team spending too much time doing lead generation, for instance?
- Are territories efficiently aligned?
- Is it time to split sales up and create account managers for existing customers?

Best practices development

- This can be delivered as a part of sales training (and is listed there as well)
- What is the best way to approach and sell to a suspect?

Buying cycle and process improvement

- Are sales taking too long to happen? Do we have the right steps defined in the process? Do we need to combine steps, add steps, or refine steps? Do we have the right resources and tools to do the job efficiently?
- Are our closing ratios appropriate for our industry? If not, what can we do about it?

Supervisory improvement

- How good are we at improving individual sales team members' performance?
- Can we break down the sales process into a granular, measurable process in order to determine where a rep needs improvement?

Forecasting accuracy

- How accurate are our forecasts? Do we follow a methodology, or are we a spreadsheet 'seat of the pants' forecasting team?
- How far in advance can we see a revenue shortfall and what steps can we take to remedy it (other than 'make more calls')?

Sales force design and deployment

- Territory design
- Quota assignment
- Team design (major account, targeted account, geographical territories, account management, inside sales, sales support)
- Compensation design
- Hiring profiles and techniques

>>SURROGATE SALES MANAGEMENT

In organizations where revenue does not yet support full time sales management, focus on sales is sometimes not possible. We have the capacity to become a part time sales manager, installing processes, tools and the discipline necessary to grow revenue to the point where a full time manager is sustainable.

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MASTERING SALES SERIES

Face-to-Face Sales

Training Workshops Overview

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TYPICAL SELLING ENVIRONMENTS INCLUDE

- Business to business (B2B) markets
- Multi-call buying cycles
- Products and/or services
- Simple or complex solutions
- Large and small dollar priced solutions
- Face-to-face and telephone selling
- Direct selling models
- Indirect selling models including manufacturer's rep, reseller, selling alliances and distributor environments

Mastering Sales Series

Face-to-Face Sales Training Workshops Overview

Our Approach

CPG's Mastering Sales series of sales training workshops are designed to cover the basic selling skills for corporate B2B sales forces and to be applicable to most industries and sales disciplines. Our methodologies are meant to be more tactical and 'how-to' oriented, rather than esoteric or conceptual in nature. Our goal is to provide techniques that can be applied to ongoing and new sales situations the very next day after the conclusion of our workshops without much effort. It is one of the reasons why our ROI is generally so quickly realized (see below). We also believe that a sales cycle (we call them buying cycles) consists of five key measurable steps and metrics. That means that those metrics can be monitored, measured, and therefore managed by providing sales managers with quantifiable data to coach sales reps to improved performance as well as head off revenue shortfalls before it is too late. We also can recommend automated software to help in the process of monitoring those key metrics.

What We Don't Do

As equally important as to what we do, is what we don't do. We do not teach public speaking and presentation skills, nor do we teach leadership skills or deliver motivational training (although our clients report that their participants are certainly motivated by what they learn). We can direct you to some outstanding individuals that deliver those services if you wish.

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The Workshops

CPG offers quite a few different face-to-face training programs that comprise our Mastering Sales Series of workshops. You'll find outlines of the several of our most popular ones (the first four in the list below) attached to this document.

- Appointment Making – (1 ½ days)
- Tactical Opportunity Management – TOM (Forecasting and buying cycle effectiveness - 1 day)
- Basic and Advanced Selling and Questioning Skills (1 – 3 days)
- Telephone Selling Skills (1 ½ days)
- Major Account Selling (1 ½ days)
- Negotiation Skills in Selling (1 day)
- Sales Management Coaching Skills (1 day)
- Networking Skills (1/2 day)
- Goal Setting –business and/or personal (1/2 day)

If you have challenges that go beyond these, or have challenges that include multiple disciplines, please let us design a program for you that either includes a multiple workshop program, or a custom designed single workshop.

Customization

Most companies have unique selling challenges that don't always fit a particular sales methodology or model. As our methodologies and techniques incorporate many of the industries best and brightest sales minds, we design the appropriate mix of methodology and technique to each client organization. That is why we call our deliverables 'Workshops'. As workshops, they are designed to be modified to fit the particular challenges of our client's environments, including those that have multiple challenges within a sales force. As a matter of course, each of the workshops contains some customization, as the workbooks delivered to the participants are modified to at least contain company and product or service references and industry jargon, so that students feel the material is not being 'forced to fit'. For instance, the Major Account Selling workshop usually includes actual account reviews and planning sessions for each account so that the deliverables of the workshop include actionable sales plans that can be put into use immediately after the sessions. Indirect selling models also generally require a fair amount of customization to fit the selling model, market and product set.

We also design ongoing programs that take into account the most immediate needs of your sales force and build multi-workshop programs that are run over a period of months or a fiscal year.

Additionally, for larger sales forces, we offer a train-the-trainer approach that allows you to license and deliver our workshops on a more flexible and cost effective manner.

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Follow-through Methods

CPG also believes that no training program should be viewed as an individual stand-alone event, but as a process and a journey. Stephen Covey believes it takes twenty-one days to make or break a habit. We therefore build into each program, assigned homework and a series of bi-weekly follow-through steps with both sales management and the sales staff, which will vary with each program and each organization's specific challenges. Most are designed with three sessions designed to transfer the follow-through knowledge to sales management. By the third one, sales management should be performing the follow-through sessions without CPG assistance.

EXAMPLES OF THOSE STEPS ARE AS FOLLOWS:

- The selling skill workshops include assigned homework at the end of the programs designed to keep the process of learning going. CPG staff reviews that homework and then can either share our thoughts with sales management and/or the participants themselves based on the design of our follow-through sessions
- The TOM (Tactical Opportunity Management) pipeline review phone sessions with the sales teams are designed to review their sales funnel to reinforce techniques to focus on right opportunities, strategize effectively, and forecast accurately for TOM
- The Appointment Making sessions review the raw results as well as the ratios, practice techniques to assure proper usage and tweak approaches where necessary
- Optional web-based appointment making support software designed to reinforce the key metrics of CPG's selling model and track prospects
- CDs and books from authors that our methodologies and techniques are built upon as appropriate
- Newsletter published by Caponi Performance Group on a periodic basis
- Access to the www.caponipg.com website, where concepts, ideas, tips, and success stories, etc. can be found
- Workshop workbooks in which participants make their own notes to go along with the teaching materials are designed to be used as follow-through documents
- Individual consulting services that are custom designed to fit the challenges of a particular sales organization, including surrogate sales management oversight for smaller organizations

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Return On Investment Calculations

Generally, a return of, and on, the investment made in training occurs within a very short period of time. Additionally, the return is also generally substantial, with many of our clients getting a return of their investment within a buying cycle through an increase in sales they would have ordinarily lost, never competed for, increased size of sale, or shortened sales cycle. For example, it is not unusual for many clients to see an increase in initial meetings set of 40% or more in the first few weeks coming out of training. As initial meetings are the precursor to the sales process, an increase in sales generally also follows. Although difficult to quantify, one of the deliverables of the Tactical Opportunity Management workshop is an accurate and realistic pipeline/ forecast. Many of our clients, as sobering as it can sometimes be, believe this deliverable alone is worth the investment of time and money. Obviously, returns vary with the commitment made by management to the level of enforcement and implementation of the methodologies.

It is our opinion that prospective clients should view the cost of sales training as an investment. And as we believe in measuring everything we do, we stand ready to help you determine how to measure a return on the investment of CPG training workshops with you prior to you agreeing to use our training through the use of our Activity Calculator.

Workshop Training Methodology:

There are basically three ways people learn: kinesthetically (by doing), visually, and through listening. As the population is split almost evenly (38%, 34% and 29% respectively), we use a combination of all three manners in our workshops to help all students learn equally, no matter what kind of "learner" they are.

THEREFORE, WE USE THE FOLLOWING TRAINING TECHNIQUES IN OUR WORKSHOPS:

- Interactive lecture presented through PowerPoint, white-board and flip-chart media peppered with humor, stories and thought provoking questions to keep participants engaged
- Group and break-out discussions designed to get participants to engage in designing the specifics of their approaches where appropriate so that they 'own' what they will use
- Written exercises and 'fill in the blank' workbooks to keep participants engaged throughout
- Role playing in small groups (designed to foster participation without embarrassment of getting up in front of the whole group)
- Real life work – getting on the phone in Appointment Making, real account reviews in Major Account Selling, real pipeline review in Tactical Opportunity Management
- Optional video taping of role playing sessions for follow-through work and optional audio taping in Appointment Making

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MASTERING SALES SERIES

The Appointment Making

Skills Workshop

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Appointment Making

The Caponi Performance Group's Appointment Making workshop is a part of the Mastering Sales Series of workshops of necessary sales skills based on the methods and techniques from some of the industry's best known sales experts on the appointment making process. This day and a half workshop is designed for all types of B2B selling environments. It will enable your company to utilize proven methods for generating leads, overcoming call reluctance, capitalizing upon referrals and securing more appointments with decision makers. Managers will develop a complete telephone appointment making approach with their sales team, as well as effective strategies for anticipating the conditioned responses they'll hear in order to improve their team's closing ratios and goals.

Managers will also learn how to use the Caponi Performance Group model and tools to become an effective coach, improving the success of each of their individual Sales Representatives through the concepts of setting appropriate goals and tracking specific ratios involved in the process of setting appointments. Sales Representatives will create their own individual approach for qualifying and appointment setting, build key skills necessary to generate new appointments and practice these newfound skills to assure proper understanding. At the same time, management will know the message being delivered is one that is consistent with the company's marketing message.

To limit the disruption from selling time, and to reinforce the techniques learned, the Sales Representatives will also actually get on the phone and make actual calls and report back their results for discussion. Breaks for returning of voicemail and email are also built into the schedule.

Sales Representatives will create their own individual approach for qualifying and appointment setting, build key skills necessary to generate new appointments and practice these newfound skills to assure proper understanding.

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Key Elements

Caponi Performance Group Sales Fundamentals

- The 'A x E = $' formula of success in selling
- The Key Performance Indicators (KPI) of Sales
    - Setting the proper activity levels necessary to attain your goals
    - The five ways to impact your effectiveness
- Setting the proper activity levels necessary to attain your goals
- The five ways to impact your effectiveness
- The urgency and importance of time in the buying cycle
- Why hearing 'NO' can be a good thing
- Why looking only for 'Need' will miss opportunities for sales
- The importance of knowing your number one competitor
- Leveraging the way people behave in sales situations

Introduction to Appointment Making Skills

- The Appointment Making Skills model
- The 'Myths' and 'Truths' of setting appointments
- The keys to successful appointment making
- Monitoring, measuring and managing new business revenue by managing ratios
- The benefits of using scripts
- The benefit of controlling the flow of the conversation
- Lead Generation Ideas
- Identify ways to obtain referrals
- The concepts behind the methodology and techniques – why these techniques work

Approach Development

- Setting attainable goals – tools to help in the process
- Campaign preparation – what must be known prior to the first calls
- Call preparation - develop appointments setting approach for:
    - Warm calls (referrals, networking, etc.)
    - Penetrating large accounts
    - Voicemail, Email and Gatekeeper approaches
    - Best times to call

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Key Elements (cont.)

Anticipating and Countering Conditioned Responses

- Anticipate and identify the specific conditioned responses for any campaign
- Designing Counters to Conditioned Responses
- Techniques for controlling the conversation
- Focus on attaining the appointment

Implementation

- Reinforce through role play exercises
- Actual live calls for appointments are made during the workshop
- Introduce tips to improve effectiveness

Post Workshop Follow-through

- Assigned post workshop ‘homework’ to reinforce techniques
- Scheduled telephone conference call follow-through sessions to:
  - Track success (ratios)
  - Trouble shooting
  - Role playing
  - Skill transfer to sales management

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The Basic and Advanced Selling and Questioning Skills Workshop

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Mastering Sales Series

The Basic and Advanced Selling and Questioning Skills Workshop

Good sales representatives understand that, and learn how to help move suspects who are not in the market, to a position where they become participatory prospects. Participants learn the art of questioning effectively, while developing a solid sales relationship, and how to guide prospects through the buying process to closure.

The Caponi Performance Group's Basic and Advanced Selling and Questioning Skills workshop is a part of the Mastering Sales series of workshops of necessary sales skills based on the methods and techniques from some of the industry's best known sales experts. It is also one the most customized of all the workshops we deliver. It can be delivered anywhere from a 'Sales 101' format for newer sales representatives, all the way to a 'Sales 501' graduate level workshop for very experienced sales teams. It provides sales representatives with the skills and knowledge to sell more effectively and efficiently once they are in front of a prospect. We cover planning and running sales calls, determining what information is required for closure and how best to ask questions to get that information.

CPG teaches that even though we call it 'sales', prospects decide to 'buy', and do so only when it makes sense for them to do so. Part of the art of sales is the ability to lead a prospect through a conversational process designed to uncover opportunities that can be confirmed as important (so time is not wasted on unconfirmed, or false, opportunities), jointly assign a value to the opportunity, and review both the negative implications and positive benefits of the solution. That must also be accomplished through a trusting and mutual partnership. We also teach the principle that there are generally **not** enough suspects that are aware of their need for your product or service when you first contact them. Good sales representatives understand that, and learn how to help move suspects who are not in the market, to a position where they become participatory and collaborative prospects. Participants learn the art of questioning effectively, while developing a solid sales relationship, and how to guide prospects through the buying process to closure or at least to an earlier realization of a non-sale.

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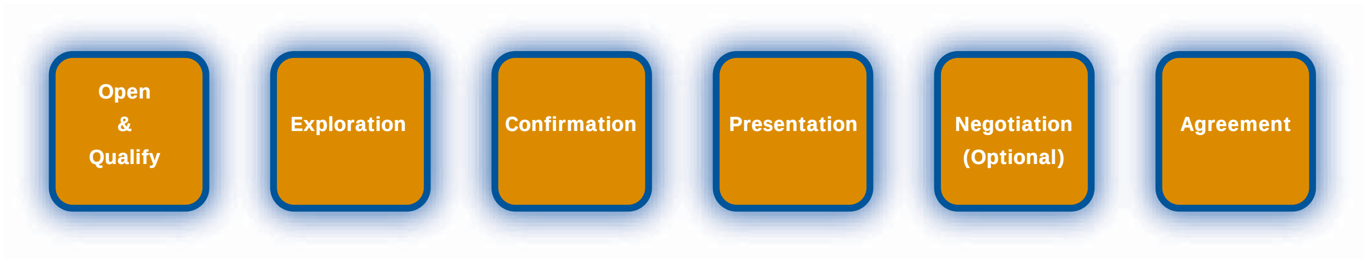
They additionally learn how to run an efficient sales call through understanding the stages of a well run sales call. Exercises are included to define a standard elevator pitch to explain succinctly what your company does to be used in the introductory stage of the initial sales call, for use in networking sessions and other prospecting activities. Other exercises help develop standard answers to common questions asked by prospects, as well as a set of good opening and in-depth questions to be used to uncover what your prospects do, where they do it, when they do it, with whom they do it, how they do it, and why they do it that way (Bryan Tracy's The Six Wise Men).

Six stage selling process with the optional negotiation stage:



△ Diagram 1

Participants learn how to shorten buying cycles and test the interest of the prospect by continuously moving the buying process forward through enforcing the concept of getting the prospect to commit to the next step in the process in the form of a next calendar event. They also learn to get the prospect to help develop the proposal that 'makes sense' to both parties, through the use of an outline or yellow pad technique.

Participants learn the techniques and methodologies they can use throughout the entire sales process to win new business and penetrate existing accounts. CPG places a strong emphasis on the following areas:

Key Elements:

1. Caponi Group Sales Fundamentals

- The 'A x E = $' formula of success in selling
- The Key Performance Indicators (KPI) of Sales
  - Setting the proper activity levels necessary to attain your goals
  - The five ways to impact your effectiveness
- Setting the proper activity levels necessary to attain your goals
- The five ways to impact your effectiveness
- The urgency and importance of time in the buying cycle
- Why hearing 'NO' can be a good thing
- Why looking only for 'Need' will miss opportunities for sales
- The importance of knowing your number one competitor
- Leveraging the way people behave in sales situations

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2. Introduction to Basic Selling and Questioning Skills

- What makes an effective sales representative?
- Sales is more about understanding than persuasion
- What is the difference between unconfirmed and confirmed opportunities?
- People don't like to be 'sold', but they love to 'buy'
- Why questioning skills are so important
- The value of being wrong
- Understand the true definition of a prospect
- The best ways to handle objections

3. The Framework of Questions

- Situational
- Follow up situational
- Consequence
- Benefit
- 'The Six Wise Men'
- Past, present and future

4. What Do We Need to Know to Effectively Sell?

- Features, Advantages and Benefits of our products/services
- Challenges our products/services solve
- What we need to know to qualify and close
- How to 'dollarize' prospect challenges and our solutions
- The typical late buying cycle objections that come up
- The toughest questions to ask (the elephant in the room)
- The information we must be ready to share/present
- What questions must we be prepared to answer

5. The Buying Cycle Process

- The six stages of the buying cycle or process
- Which types of questions apply to the different stages
- The optional stage of the buying cycle (Negotiation)
- Using the 'Yellow Pad' or 'Outline' approach

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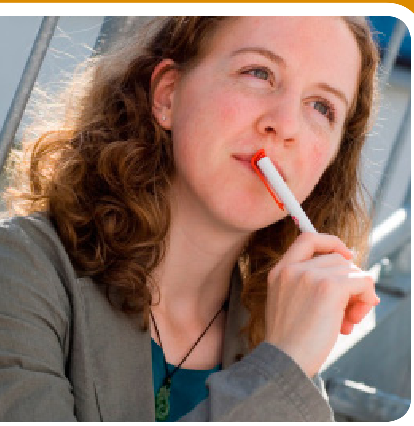

6. The Anatomy of a Sales Call

- The five stages of a sales call
- Controlling the direction of sales calls
- The value of the ‘elevator pitch’ in transitioning a sales call
- Small talk with a purpose
- Preplanning sales calls
- Getting the commitment for the next calendar event – the test

7. Helpful Hints and Tips

- Handling objections we do get
- Asking the tough questions
- Tips for delivery of questions
- Tips for being engaged
- Getting the information we need
- Creative ways to find the decision maker
- Knowing when to close

8. Case Study Analysis

- Analyze case studies – CPG and sales management developed

9. Verbal and Non-verbal Communications (optional)

- Reading body language
- DISC behavior style principles

10. Post Workshop Follow-through

- Assigned post workshop ‘homework’ to reinforce techniques
- Scheduled telephone conference call follow-through sessions to:
- Track success
- Trouble shooting
- Role playing
- Skill transfer to management

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MASTERING SALES SERIES

The Tactical Opportunity Management

Skills Workshop

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Mastering Sales Series

The Tactical Opportunity Management Skills Workshop

Focus on the right opportunities and forecast accurately

The Caponi Performance Group's Tactical Opportunity Management (TOM) workshop is part of the Mastering Sales series of necessary sales skills. This one-day workshop introduces a process to enable sales managers to turn the negative atmosphere of most forecast meetings into powerful and productive strategy meetings that sales representatives actually look forward to. For the sales manager, TOM provides a framework to strategize prospect advancement with their sales team; effectively run a sales meeting; diagnose individual representative strengths and weaknesses; provide more accurate sales forecasts and the progression of prospects toward closure; and better focus and prioritize the sales team's activities on the 'right' prospects and activities.

For the sales representative, TOM provides a framework to quickly identify their best prospects, develop and implement strategies to shorten the buying cycle for each prospect, properly balance their selling and prospecting activities, objectively determine which prospects are most likely to close, and better plan and manage their time. It replaces 'Hopium' as the strategy of most buying cycles with a proven process.

Executive management gains an accurate base-line forecast by going through the current pipeline deal by deal and putting each in its proper category, with the ultimate result being the ability to take action to head off a potential revenue shortfall if necessary. The ongoing benefit is a process, which when implemented, will produce a dependable forecast of revenue.

An option to the TOM workshop is the introduction of automation to handle opportunity management. There are two versions; a web-based tool, complete with a configurable executive dashboard, and an Excel spreadsheet version.

The ultimate result being the ability to take action to head off a potential revenue shortfall if necessary. The ongoing benefit is a process, which when implemented, will produce a dependable forecast of revenue.

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Key Elements:

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  - The five ways to impact your effectiveness
- The urgency and importance of time in the buying cycle
- Why hearing 'NO' can be a good thing
- Why looking only for 'Need' will miss opportunities for sales
- The importance of knowing your number one competitor
- Leveraging the way people behave in sales situations

2. Introduction to Tactical Opportunity Management Skills

- The Tactical Opportunity Management (TOM) model
- The six step 'Objective Based Selling Process'
- Time and activity allocation
- The concepts of continual prospecting to replenish the prospect base
- The true definition of prospect
- Introduce a common language for account reviews and forecasting

3. Demonstrating and Practicing TOM

- Apply TOM process to case studies (designed by CPG and sales management)
- Placing case studies in their proper position on the pipeline
- Develop sales strategies for the case studies

4. Application of TOM to Current Deals

- Apply TOM process to actual prospects
- Evaluate overall pipeline of each sales representative
- Identify potential quota shortfalls and discuss remedies
- Strategize individual deals (time permitting)

5. Post Workshop Follow-through

- Assigned 'homework' to reinforce concepts
- Scheduled conference call phone sessions to:
- Track success
- Trouble shoot
- Skill transfer to sales management

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MASTERING SALES SERIES

Sales Management Coaching

Skills Workshop

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Phone: 817 224-9900   Fax: 817 490-9026   www.caponipg.com

Mastering Sales Series

Sales Management Coaching Skills Workshop

The Caponi Performance Group's Sales Management Coaching Skills workshop is a part of the Mastering Sales Series of workshops of necessary sales skills. This one-day customized workshop is the only one specifically directed at making front line sales managers more effective through the application of tactical management methods, techniques and tools, as well as through teaching sales managers how to apply and reinforce the actual selling skills taught in the sales rep skills development workshops.

Turnover on sales teams is a hidden cost that impacts organizations in many ways, but its most important impact is on top line revenue. Numbers aren't hit; top and marginal performers on the team are ignored while the attention of sales managers is turned to filling open positions, training the new replacements and handling fires created by those open positions. One of this workshop's two major goals is to help reduce turnover by being proactive and predictive in the supervision of sales professionals. The other major goal is to provide methods, techniques and tools to help the sales manager and his or her team hit and exceed their assigned sales objectives.

To address the specific challenges of our client organizations, we work with senior management to select the specific topics to cover. For instance, we can cover the concept of how to diagnose sales burnout and other performance challenges in a proactive and quantitative way, so that the remedies are targeted and focused. We generally always cover how to forecast more accurately, constructively monitor activity, effectively strategize opportunities, and run successful sales meetings. Depending on the challenges facing the sales organization, we can even cover such topics as designing territories and setting quotas based on reasonable and attainable activity levels using tools we've developed.

To limit the disruption from selling time, we build in breaks for the returning of voicemail and email. This workshop is best done off-site if possible to limit disruptions.

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CAPONI PERFORMANCE GROUP, INC.
Creating Top Performers

Key Elements:

1. Caponi Performance Group Sales Fundamentals

- The ‘A x E = $’ formula of success in selling
- The Key Performance Indicators (KPI) of Sales
  - Setting the proper activity levels necessary to attain your goals
  - The five ways to impact your effectiveness
- Setting the proper activity levels necessary to attain your goals
- The five ways to impact your effectiveness
- The urgency and importance of time in the buying cycle
- Why hearing ‘NO’ can be a good thing
- Why looking only for ‘Need’ will miss opportunities for sales
- The importance of knowing your number one competitor
- Leveraging the way people behave in sales situations

2. The Sales Management Challenge

- The true cost of turnover at the sales team level
- Effective sales managers and the 20/60/20 rule
- Forecasting with accuracy
- The different roles of a sales manager
  - Hiring manager
  - Trainer/coach
  - Communicator
  - Confidant
  - Performance supervisor
  - Meeting leader
  - Sales person

3. The Concept of Sales Burnout

- Career burnout
- Position burnout

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4. Proactively Monitoring, Measuring and Managing Performance

- The controllable reasons why sales people fail
- Aptitude, attitude and skills
- Activity as a predictor of success
- Setting attainable activity goals – tools to help in the process
- Measuring performance through activity
- Managing performance through targeted correction and improvement
- Monitoring activity
  - Which ones and why
  - Doing it positively and 'adding value' versus doing it punitively

5. Effective Sales Meetings

- Objectives for sales meetings – why do them?
- Duration and frequency
- Agenda and topic ideas
- Forecast and opportunity reviews – how not to be 'snowed' and make them truly helpful and effective
- Skill development
- Fun & Awards
- Getting feedback

6. Ongoing Supervision

- The concept of the 'Ride-along' – how to make it more effective
- Sales plans – the value of GOSPA
- Strategy review
- Time management

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7. Closing Deals – Sales Management Selling Techniques

- The value of the 'Next Calendar Event'
- Questions to ask your reps
- When to insert yourself into a buying process
  - Get higher in the organization
  - Get in to begin with
  - Create a sense of urgency
  - Unblock a stalled buying process
  - Fix a problem
  - Perform a 'Post Mortem'

8. Post Workshop Activities

- Scheduled telephone conference call follow-through sessions to:
  - Track success
  - Trouble shooting
  - Skill transfer role playing review for skill improvement exercises

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