

## Plain Talk About Sales Training

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### A SALESPERSON

Anyone who makes or changes opinion and gains commitments from a Client plays the role of a salesperson regardless of title, education or station in life.

### THE SELLING PROBLEM

The reason salespeople don't sell well is not simply lack of selling skills. Selling well at the executive level requires three functions in roughly equal proportions—the three legged stool consisting of Story, Tools, and Delivery. Ignorance of any one function renders the others moot.

As a result, your salespeople are unable to explain:

- your firm's competitive advantage
- your unique selling proposition
- what business you are really in from your Client's point of view
- how your service fits into the Client's business
- how your service is different from the competition
- the results your service delivers in the Client's terms
- why your service is worth your asking price

This is why your people

- are defenseless in a price negotiation
- are surprisingly difficult to buy from
- leave half your business undiscovered and unsold

### THE COMPONENTS

Selling at the executive level requires your firm's selling **Story** be told from the client's point of view not yours. In thirty-five years we have never encountered a salesperson who could do it before training.

It requires **Tools**—selling tactics that allow the Client to buy rather than be sold. Eighty percent of salespeople do not have a command of these tools.

It requires **Delivery**—presentation formatting and design that closes transactions rather than just “show-and-tell.” Nine out of ten cannot do this.

### CHANGES

Fluid markets and tightening business conditions have left managers searching for ways to reduce cost of sales and increase revenues. In this age of litigation, these problems are further complicated by the unseen legal liabilities generated by salespeople who ad lib the firm's selling message replete with errors and omissions.

While salespeople are comfortable selling at the lower levels of business using a product process-oriented pitch, major budget approvals occur at the executive level which requires a results-oriented solution stated in business terms. Persuasion at that level requires different preparation, tactics and presentation (the Story, Tools, and Delivery).

A meeting with a CEO lasts an average of fifteen minutes. It requires the seller to present in a business context—simply, quickly, clearly and honestly without tricks, gimmicks or puffery. This approach is counter-cultural and counter-intuitive for salespeople.

Sales and marketing strategies can fail miserably because managers do not understand this vital and often fatal difference.

### WHY HIRE US?

We provide managers with the tactics to execute their business strategy, reduce their cost of sales and increase the market value of their firm by retooling their competitive selling message for senior management level.

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### MANAGEMENT GAINS

- a customized executive-level selling approach unique to your firm
- translation of your professional and technical expertise into plain language the Client understands
- 25% to 100% increases in sales revenues
- esprit-de-corps generated from common skills, language, objectives and successes
- “best practices” standard of sales presentation formatting and delivery which presents one uniform and predictable face to the market
- easier-to-manage, self-motivated salespeople and reduced management stress
- a clear assessment of your selling position and sales force in action
- reduced proposal preparation time by 75%
- an in-house training curriculum
- a customized selling manual for your firm
- a plan for installing a selling culture across the company
- reduced new-hire ramp up time by 40%
- shortened sales cycles
- reduced waste of marketing dollars that generate leads salespeople can’t close

### SALESPERSON GAINS

- the recognition that professional expertise must be sold; it doesn’t sell itself
- the realization that persuasion is a tactical game as well as a strategic one
- the skills to play the executive-level game
- new skills that replace nineteen commonly held cultural selling myths
- a genuine knowledge-based confidence that replaces fear and bravado
- an understanding of how they differ from the competition and the confidence and the tactics to justify their higher fee or price

- an understanding of the difference between persuasion and building relationships
- greater risk tolerance
- recognition of fatal selling errors
- control in executive-level presentations
- awareness of how much money senior salespeople leave on the table
- responsibility for their selling life without excuses

### A CANDID LOOK AT VASS®

#### *We are specialists*

We teach hard-core mechanics that provably work at the executive level. We do not teach anything else—just the ten minute slice of time when the boardroom sale occurs.

The salespeople we train are highly educated, highly professional, highly motivated, highly trained and in most cases highly paid before we meet them.

#### *We do not advertise*

Our clients come by referral—our name passed discreetly between friends. The results our clients report do not look believable in print.

#### *We teach street reality*

Executive-level persuasion is based on the way clients actually respond. We combine your technical expertise with our tactical knowledge to design a new executive-level sales presentation to fit today’s extraordinarily competitive marketplace.

#### *We remove mystery from persuasion, not create it*

Everything we teach is observable, provable and repeatable after we leave.

#### *We build business-specific training*

It directly addresses your selling problems in your language to fit your business and current market conditions.

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### *We do not pull punches in the classroom*

As a management tool and your working partner, we relentlessly search for the truth to isolate the selling problems that cost your firm money irrespective of where that search leads.

We challenge currently held positions on everything—conditioned responses, preconceived ideas, long-standing business rules, industry practices and sacred cows—anything that triggers negative Client responses.

### *We are unique*

If you ask us where to find programs that incorporate the three indispensable components of executive-level persuasion, we don't know and we have searched diligently for over a quarter century.

### *Benefits*

- Based on our Clients' results, it is reasonable to expect a five to ten times ROI on total training costs within 90 days and the return of our tuition fee within one week
- Increase sales revenues 25% to 100%.
- Reduce sales management time by 15%

### *We don't teach theory*

This is a straightforward, how-to, 100% interactive course. Your people don't theorize or opine about sales—they sell—under tight control for 2½ days while their new selling position evolves.

### *We have a “no-risk” policy*

If, at the end of Day One of the program, you feel VASS Executive Sales Training® does not match your business strategy or will not create an extraordinary profit for your firm, your fee will be refunded.

No client has ever hired us for our guarantee; no client has ever asked us to make good on our guarantee. Guarantees address the wrong risk. The real risk is hiring a training firm which reinforces the expensive selling mistakes your people make now—approaching high-level presentations with low-level pitches.

### *We know you don't believe us*

Because the sales training field has earned a reputation of “over-promise and under-deliver” your doubt is well founded.

The cost of entry into sales training is extraordinarily high. Many programs called “sales training” have little to do with actually closing transactions. They talk *around* the problem of persuasion with lecture subjects like strategy, building relationships, presentation style, PowerPoint, dress for success and the like.

We have thirty-five years in this single business, 33,000 writing hours in design of our copyrighted materials and have trained 12,000 salespeople and their managers in 800+ programs. Our results have been determined by our clients, not us.

### **CALL US...**

Most corporate selling problems are multi-faceted and not easily or effectively handled on a web site or email. Because we are problem solvers first and sales trainers second, when you call we will be delighted to discuss your company's selling problems. After so many years of training executive-level salespeople we have seen and heard nearly everything and we are willing to share our experience and knowledge with you.

Our mission is to help our clients make money. If VASS® training can help we will suggest a course of action. If our training won't help we will tell you that, too. We promise this: you will not be pitched—you will be listened to.

Determine a time when your firm can dedicate 2½ intensive days to reposition its selling story, develop the tools and refine the delivery for the executive level. Then call us at **800-565-7355** to reserve a training date and discover the other half of your business. All communications are confidential, of course.