



CONNECTED SELLING



Given today's increasingly complex sales environment, it has never been more challenging to develop consistent and effective sales teams. **The seemingly immovable disparity between top performers and average performers costs companies a tremendous amount of market share and potential revenue.** In fact, closing the performance gap even 10% yields almost a four-fold increase in revenue. However, average sales reps struggle to differentiate themselves and their company's offerings from their competitors effectively. The challenge is research shows 85-90% of sales trainings provide no lasting impact on performance.

The additional challenge facing sales leaders is supporting and retraining **sales managers.** To deliver consistently expanding results, sales reps need **mental fortitude, discipline, tailored coaching, and manager support.** Often, sales managers struggle to provide this, as they were top performing sales reps who got promoted **without being retrained.** Sales managers may know how to sell, but that's very different from knowing how to coach and manage. **Re-training sales managers is the linchpin to making sales teams and sales trainings effective long-term.**

Science-based sales tells us that to close the performance gap, companies must:

- Address **training gaps** with sales managers
- Utilize **neuroscience-based sales trainings** that leverage how the brain works and how this affects both seller performance and buyer decision making
- Engage in sales training spanning a **sufficient length of time** to allow for new concepts to be integrated fully into salespeople's dominant behaviors

Connected Selling is a highly tailored training program. We take our neuroscience-based principles, ontological approach, and unique experiential delivery methodology and attune them to your specific products, services, market, and team. We also tailor the program duration to maximize your ROI.

In tandem with **Connected Selling**, we deliver **Connected Selling for Managers.** With this training, managers **drive the implementation** of Connected Selling and learn to be **effective coaches** who reliably increase seller performance.

With this training method your sales team becomes more effective; your sales managers become great coaches; **your entire sales organization becomes more connected, fulfilled, and aligned with your company's vision and mission.**

Selling becomes an authentic form of serving your customers and the market.

OUTCOMES:

- ✓ **Sales managers who are great coaches elevating performance, satisfaction and lowering attrition**
- ✓ **Sales reps who successfully connect your unique value proposition to your customers wants and needs through powerful insights**
- ✓ **High-performing sales teams**
- ✓ **Better win rates**

CONNECTED SELLING TRAINS YOUR SALES ORGANIZATION TO THINK AND ACT DIFFERENTLY.