

Accelerating client business results...



Client need

Recognizing the need to develop its salespeople, an organization sought fast, high-quality training for salespeople and sales managers that was cost effective and easy to deploy. The organization needed development that would be relevant and applicable in the moment of need, enabling sellers and managers to perform in common, critical situations. They also needed something that could be delivered both by internal leaders and remotely in a group session – eliminating the need for travel.



The solution...

The organization partnered with BTS to create a solution that consisted of:

- **One-hour virtual modules**, focused on what great looks like when gaining access to C-suite and building credibility.
- **Modern research-based content**, that is designed with end user in mind and the tools they need be great when it counts.
- **Simulated experiences, virtual and remote**, allowing for practice of new skills in a risk-free environment.
- **Structured application** that helps salespeople take learning into the field.
- **Support in the time of need** by helping managers coach to great behavior quickly and easily.



Tangible results in the field.

Program participants shared results such as...



Gained access to the CFO and successfully lay out a roadmap by obtaining mutual agreement on what the needs were and what steps it would take to bring about a solution, it brought us much closer and next steps



Gain access to the CEO early, he will be instrumental in the funding of this project and it was always my goal to get to him early, but as a result of the training I was able to gain access in a more efficient way demonstrating credibility immediately



Engaging an Executive, Resolving Objections, Effective Negotiations

Prework

Case Study

Participants review the case study and gather initial information about the marketplace and key stakeholders

Round 2

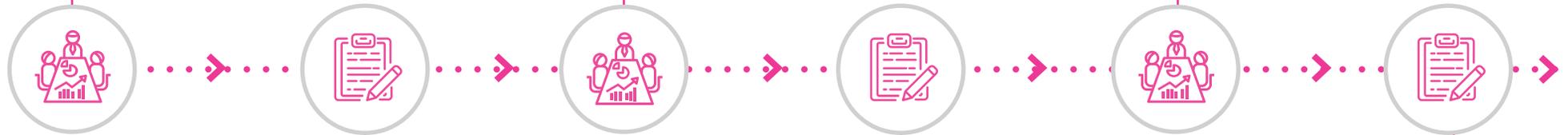
Simulation

Participants are sent additional information about the customer and the marketplace and put content from Module One into action

Round 3

Simulation

Teams formulate and deliver a proposal and navigate objections in a virtual role-play



Module One

Engaging an Executive

Engaging and Executive Prep Tool



Module Two

Resolving Objections

Objection Handler Tool



Module Three

Effective Negotiations

Negotiation Variables

Application in real accounts throughout the simulation



Strategy made personal

Final Round

Simulation

Teams complete final proposal and negotiations in a virtual role-play, Sales Leaders/Managers provide feedback

