

"Habits of Effective Sales Organizations"

Presentation

Situation:

The world of selling is under siege!

Transactional sales are moving to extranets; companies are dramatically reducing the number of suppliers and moving toward strategic partnerships with higher value-add; buyers are better educated using powerful on-line search tools; product quality is dramatically improved with shortened life cycles, making true product differentiation much more difficult to accomplish and sustain. What's a sales rep to do?

Learning Objectives:

From the educational and entertaining presentation, using real-life stories, participants will:

- Assess their own capability against the most common barriers to sales effectiveness
- Reinforce their commitment to a consultative approach to sales
- Understand how "best practices" are applied by successful selling organizations
- Prioritize actions to improve their individual and organizational sales effectiveness

Testimonials:

"...let me thank you again for the excellent presentation. We were pleased both by the attendance and the attentiveness of the group."

Heather Douglas, President, Calgary Chamber of Commerce

"Fantastic content, fantastic speaker, fun networking opportunity". "Speaker was excellent". "Mr. Pleet". "Very valuable information", "Great detail". "Good speaker content". "Documented and measurable plan".

Verbatim participant comments, Canadian Professional Sales Association presentation, December 13, 2007

"...all of our members thoroughly enjoyed your presentation...and presence"

Jennifer Wortman, Director of External Relations, Ability Society

Format: 45 minute live presentation

Presenter: Brian Pleet, Strategico Marketing Group

