

Double Your Sales Velocity

Transform every customer-facing employee into a high-performance sales engine by giving them research-proven knowledge, skills, and motivation to:

- **Find** highly qualified leads at a fraction of the cost of other marketing initiatives by sourcing warm referrals from everyone they know.
- **Get** new customers in less time by developing fluency in high-performance sales interaction skills that will help your employees identify the broadest scope of prospect needs and sales opportunities, frame the value of products, services, and solutions in a way that maximizes probability of success, and resolve objections authentically, effectively, and skillfully.
- **Deliver** differentiated results to your customer by improving your project team's ability to communicate with the customer, the sales force, and with each other in a way that not only leads to delivering more than the customer expected, but establishes the delivery team as a "value-added trusted adviser" to the customer.
- **Grow** the customer relationship vertically and horizontally by tapping every customer-facing employee's ability to identify customer needs, identify cross-sell and up-sell opportunities, and generate additional qualified referrals inside and outside the customer organization.



What Makes Us Different?

While many companies claim to help you improve sales, Double Your Sales Velocity delivers. Each program is:

- Founded on 40 years of research into the knowledge, skills, attitudes, strategies, and practices of the most successful salespeople, sales support people, sales managers, and delivery teams in Asia, Europe, Latin America, and North America
- Customized to fit the needs, language, industry, products, and brand of our clients
- Instructionally designed around state-of-the art interactive learning principles

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- Reinforced with engaging, instructionally effective online learning games and competitions that will increase retention and explode learner motivation

Success You Can Measure

You get what you measure. This is why we provide our clients with four levels of optional online-learning success monitoring:

- Level 1: Program Evaluations - how relevant and valuable did the learners find the programs?
- Level 2: Knowledge Transfer Assessment through online games and challenges. What did learners actually learn?
- Level 3: Skill Transfer Assessment through online journaling of performance-leader observers. Are they using what they learned in the field, on the job?
- Level 4: Training ROI calculation from CRM results assessment integrated with online learning assessment. Are the learners getting the desired results?

Delivery Options

All Double Your Sales Velocity programs are available in a variety of delivery options and configurations to fit the needs, budget, and objectives of your organization including:

- Webinars with online game-based learning competitions
- Instructor-led seminars with activity-based classroom learning and practice
- Video-taped practice intensive workshops with customized immersive simulations, personalized coaching, and expert feedback
- Train the Trainer to build internal organizational capability to deliver instructor-led programs at a fraction of the cost of 3rd-party training delivery

Target Audience

Any employee that interacts with customers:

- Salespeople
- Sales managers
- Pre-Sales and post-sales support specialists and experts
- Customer service reps
- Technical support reps
- Project team leaders
- Project team members
- Executives who interact frequently with customers