



SALES ACCELERATOR

SALES ACCELERATOR STEPS



IDENTIFY:

Select High Potential Accounts.



CONNECT:

Use Insights to develop a VBR and make a connection.



DISCOVER:

Lead with Insights and uncover desired business results.



ADVISE:

Recommend the best solution to deliver desired business results.



CLOSE:

Gain final agreement with your No-Surprise Proposal.



GROW:

Keep your promises, sell success, and grow the account.

Business is moving fast, so the Sales Accelerator strips away what is not essential or could slow down the process, without resorting to cookie cutter, off the shelf solutions.

- ▶ An updated look at the customer-focused sales process, addressing how the sales process has evolved, and more in-step with how real selling is done today.
- ▶ The process goes deep enough to build an effective, tailored solution, while moving fast enough to achieve acceleration.

Sales Accelerator is Designed for desktop or mobile using a chunked learning delivery:

- Content can be viewed at work or on the go.
- Quizzes review and test the content every 2-3 minutes to greatly increase retention.
- Courses are broken into topics of 6-10 minutes.
- Can be accessed in any order to take the training that is needed, when it's needed.
 - A new seller might go through every course as part of their onboarding.
 - A veteran might just focus on a refresher.
 - Sellers struggling with a specific part of their sales game can get a refresher in 10 min.
- Progress tracked in the Training Dashboard.

