

Professional Sales Training Drives Sales Call, Presentation Excellence

"The PST course was a '10-fold step up' from other training programs I have attended over the years. The training materials, methodology, instructor ability, documentation—everything was top notch."

– Client Executive

"The overall class interaction and the way the class was delivered were done in a very positive way that made you sit back and think, 'This is worth it; this will make a difference.' As each salesperson goes through the class, they will reach the same conclusion that I did-- that this is needed and that process is good."

– Client Executive

"Nobody left the room without thinking they had gained something. I've been through a number of training sessions over the years, and I can tell you that everyone will get something out of this fantastic curriculum."

– Industry Executive

*Standing in front of the customer is not the most optimum time to formulate a value proposition or sales strategy. If you are allotted 30 minutes with a decision maker, you better be prepared. This limited time makes it imperative that your communications be clear and concise, and demonstrate high value for the decision maker. The most predictable way to achieve desired results is to **practice, practice, practice.***

In response to client requests, CPS designed its Professional Sales Training for sales teams who want to enrich their sales skills and their use of critical thinking processes. The customized training provides plenty of opportunity for participants to practice scenario-based sales calls, objection handling, and value-based solution selling in real time. Sales professionals gain confidence in preparing for and executing high-value sales calls, and in making effective, compelling sales presentations for their most important customers.

The use of critical thinking tools, a defined, repeatable sales process, and management coaching creates a common sales culture across client organizations. Participants work on real-world account plans, and leave the session with both strategies and actions for their current opportunities.

During the four-day session, participants will learn how to:

- Increase their chances of success by creating a Value Proposition that is aligned with important customer business drivers
- Improve their ability to identify customer roles, gain needed support, and overcome resistance in the customer organization
- Increase their odds of closing by creating a financial business case targeted at the customer role and metrics
- Increase their revenues by aligning their solution deliverables with their customer's greatest needs
- Improve their closing rate by identifying true or false objections, validating requirements to overcome objections, clarifying the decision process, and potentially identifying other decision makers

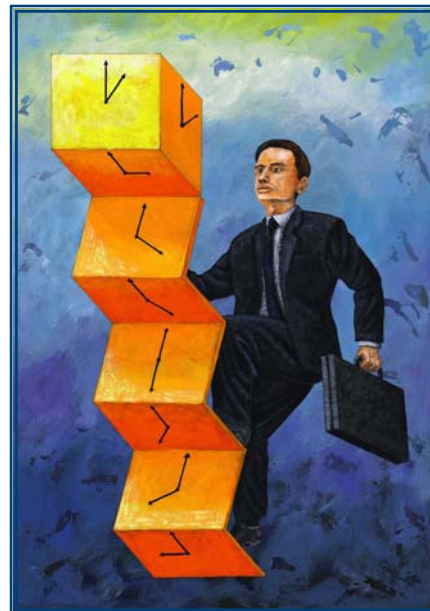


CPS' Professional Sales Training
helps you learn to:

- Identify customer expectations
- Make effective sales calls
- Create a value proposition
- Build a business case
- Handle objections
- Negotiate
- Make effective presentations
- Collaborate on effective team presentations

The overall training approach helps participants better envision success with their clients and prospects. The end results? Our clients described them best: "Improved close rates." "Shortened sales cycles." "Increased deal size."

Are you ready to invest in customized, face-to-face selling skills to improve your sales results? May we customize a sales skill enhancement program for your selling organization? Let CPS teach your sales professionals how to articulate high-value benefits for their customers, make masterful stand-up presentations, and successfully manage their sales encounters.



ABOUT CPS. Critical Path Strategies helps clients improve the effectiveness of their sales organization. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Our powerful processes enable clients to transform their sales culture, enhance their competitive position, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.

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