

# SPIRiT™ INTELLIGENCE

Spirit Intelligence in Action  
16 Cylinder Performance  
Once you've experienced it  
..... why settle for less?



## SALES CAMPAIGN MASTERY

*How effective is your sales force? What is their success rate as a percentage of all their sales campaigns? One in three, one in eight, one in ten or worse?*

You can't afford for them to be running unsuccessful sales campaigns. It will divert too many precious support resources. Do each of your sales people have a structured approach and system for planning, evaluating and winning their sales campaigns? Because if they don't, their energies could be deployed on the wrong campaigns.

Mastery is defined as the ability to consistently and elegantly produce a high performance result.

*Is every member of your sales force capable of sales campaign mastery?*

Ensuring the energies and talents of your sales people are focused on the best deals requires a sales campaign analysis process.

### Sales Campaign Mastery

This two day TEN STEP Sales Campaign Mastery skills enhancement session provides your sales staff with a structured process to plan and review progress through all phases of a winning sales campaign.

Each participant receives an easy-to-use software package that ensures critical data is collected from each sales call and assessed using a range of powerful computerised graphical analysis models to build sales campaign momentum.

Participants gain a clear understanding of the following keys to gold medal winning sales campaigns:

#### 1. Basic marketing principles

Participants learn to analyse the business and strategies of both their customer or prospect and their own company. This initial marketing analysis improves participants' consultative selling skills which are enhanced throughout the sessions.

#### 2. The software

Provides a simple territory sales funnel for documenting and analysing opportunities, making sales forecasting so much easier.

#### 3. The Account Overview

Collates all relevant data on the customer's business.

#### 4. The Campaign Analysis

Systematically gathers the data for each sales campaign including:

- o the customer's business challenge
- o key relationships
- o customer funding to invest in the solution
- o solutions proposed
- o strengths of the competition
- o the graphical CREST map to assess the position

#### 5. Customer Value Map

A graphical map of the sales campaigns of both the sales person and your competitors to show what needs to be done to win the gold medal and thus the campaign.

#### 6. Power Base Analysis

A review and graphical map of who wields the buy decision power in the customer's organisation and their coverage by the sales campaign.

#### 7. Campaign Strategy Review

Systematically analyses:

- o The proposed solution
- o The sales strategy –  
direct/indirect/divide/contain/avoid
- o Likely competitor responses
- o Response to competitor strategies

#### 8. Elevator Speech

Presenting the nub of the sales campaign in 30 seconds to sharpen the sales hooks

#### 9. Trial Loss

To find the Achilles' heel in the sales campaign and fix it now

#### 10. The Winning Strategy

The techniques and approaches to construct a winning campaign strategy

### Session Success Outcomes

Sales Campaign Mastery arms participants with the skills and sophisticated analysis tools to win more sales campaigns.

You have a common review format that allows all involved to quickly come up to speed at any stage of the campaign.

Your sales and profits will go up as less time is wasted on un-winnable deals. Better use is made of limited support resources by focusing on the winnable opportunities.

To guarantee our programs are stimulating, challenging, highly effective and fun we use accelerated learning and experienced facilitators with a track record of success.

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