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Cloud Sales Management System

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Training Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
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**As We Move Into
The Training & Development Component
Of Our Profitable Sales
& Customer Growth System**

**It Will Begin
To Become Much Clearer
Why We Call Our Solution
A "Systematic Approach."**



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"Systematic Approach"

**You Begin With A Job Description
That Identifies
The "Ideal" Sales Candidate**

**And Clearly States
The Specific Productivity
And Performance Standards
Sales Representatives
Are Required To Meet**

**You Reinforce The Job Description
By Only Hiring Sales Candidates
That Meet The Ideal Sales Candidate Profile**



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"Systematic Approach"

**Pass The Selling Skills Testing,
Drug & Background Checks
& The Prospecting Exercise**

**It Now Becomes Necessary
To Improve The Quality
Of Your New Hire
Training Program**

**To Meet The Needs
Of A Much Higher Skilled,
Driven and Focused
Group Of New Hires**



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The Weakest Link

**From A Sales Trainers Standpoint,
One Of The Most Frustrating Elements
Of Training A New Hire Sales Team**

**Is That The Rate Of The Training
Can Only Proceed At The Rate At Which
The Poorest Quality New Hire
Can Learn And Adapt
To The Training Program**



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The "Hidden Costs" Of Bad Hires

**Since Every Minute, of Every Training Module,
of a World Class Sales Training Program
Can And Should Be Potentially Invaluable
To Each New Hire ...**

**A Single Bad Hire Can Cost Your Company
Tens or Hundreds of Thousands of Margin Dollars Over
The Lifetime Of A New Hire Class**



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The "Hidden Costs" Of Bad Hires

**As The Amount of Critical Selling Skills
Effectively Learned By The New Hires
With A Much "Higher Potential" For Success...**

**Is Reduced By The Skills,
Motivation & Disruption Level
of the Bad Hire(s).**



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The Impact of Skills & Motivation - On Development

**For the Highly Skilled and Motivated Candidates,
The Pace of the Training Program Moves Too Slow,
So They Get Frustrated and Bored and Lose Focus.**

**Those New Hires With Average Motivation and Skills
Will Check Out At Times, But For The Most Part
They Just Sit Patiently and Wish the Training
Would Move Along a Bit Faster.**

**For Those New Hires
That Have Less Than Average Skills and Motivation
The Selling Skills Training Is Moving Too Fast
Even When It Is Crawling Along In The Eyes
Of The Highest Achievers.**



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A Waste Of Time And Money

**In Addition, Invariably it is the Poorest Quality New Hires
That Ask the Silly Questions, Talk Too Much, and Instead
of Listening To The Instructor ...**

**Their Minds Are Wandering
Trying To Think Up Stories From Their Past
They Can Interject Into The Training Discussions
To Make Themselves Feel More Comfortable.**



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Success Limited To The Weakest Link

**The Point Here
Is That The Quality Of Training
Received By A Group Of New Hires
Is Limited To The Knowledge, Ability,
Experience, Focus & Willingness To Learn
Of The Weakest Performing New Hire In The Class**



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Solving The Mystery of Selling

**It Is An Amazing Phenomenon
To Go Into A Typical
Outbound Sales Organization**

**And See The High Turnover Rate
of Outbound Sales Representatives
& The Enormous Cost Involved
In That Turnover**



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Solving The Mystery of Selling

**And Yet There Is Often
Minimal to Moderate Time,
Money and Resources Dedicated
To Improving The Training “Processes”**

**To Increase The Return On Investment
and Reduce the Turnover Costs**



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Solving The Mystery Of Developing The Selling Skills Of New Hires

**For Some Mysterious Reason
A Sense Of Uncertainty & Doubt
Has Embedded Itself Into The Process
Of Developing Outbound B2B Telephone
Selling Skills**

**And Far Too Many Companies
Have Bought Into This Myth**



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20 Years Of Vaporware

**Just Look At
The Number of Sales Books
“For Sale”
On The Market Today**

**And You Will See That As A Society
We Are No Closer
To Understanding & Mastering**

**The Science of Selling
Than We Were 20 Years Ago**



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There Is No Mystery To Selling

**Every Component Of The Tactical
& Strategic Selling Processes**

**Can Be Identified, Analyzed
& Improved Indefinitely.**

**Therefore, The Selling Skills
of any Outbound B2B Sales Force**

**And The Profitable Sales Growth
Produced Any Outbound Sales Organization
Can Be Improved Indefinitely.**



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Here Are A Number Of Ways To Improve The Profitability Of Your Sales Training & Development Strategies



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Train Your Sales Managers With Your "New Hire" Training Program

**It is the Sales Manager's Responsibility
to Fully Understand Each Component
of the Sales Training Program**

**So That When The Sales Managers
Assume Responsibility**

**To Further Develop the New Hires
Once They Graduate From Sales Training
& Join the Sales Manager's Team**

**The Development Process Continues To Increase
Rather Than Decline.**



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Your Sales Managers Can't Teach What They Don't Know & Understand

**And Yet It's Amazing The Number of Sales Managers
We Have Met in Companies**

**That Have Never Been Through
Their Organization's Sales Training Program**

**Or That Are Not Assigned To Teach & Role Play
With Their Assigned New Hires**

**During The New Hire's
Sales Training Program**



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**Clutter & Confusion
Rather Than
Clarity & Confirmation**

**What This Often Leads To Is A Training Program
That Teaches One Philosophy
& Style of Selling In The New Hire Training Program...**

**Just To Have The New Hires Join the Sales Floor
& Be Immediately Counter Trained, Confused and Cluttered**

**By The Different Style & Philosophy of Selling
Of Their Sales Manager.**



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The Forget What You Were Told Phenomenon

It Is More Common
Than You Might Think
For New Sales Representatives

That Have Just Graduated
From Their Organization's
Formal Sales Training Program



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The Forget What You Were Told Phenomenon

**To Be Instructed
By Their Newly Assigned
Sales Manager**

**To "Forget" What They
Were Just Told In Training...**

**And to Follow The
Sales Manager's Instructions Instead!**



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Not A Good Formula For Improving The Profitable Sales and Customer Growth Performance of New Hires

Another Sales Training Tip - Testing

- **Test Each Day**
- **Test After Each Module**
- **Require A Minimum Performance Score
On Each Testing Module**

Expect and Accept - Only Excellence

If a New Hire Scores Below the Minimum Standard:

- **Provide After Hour Labs**
- **Send Candidate Home With Self Studies**
- **Require That New Hires Pass All Failed Testing Modules Prior to the Start of Class the Following Day**



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Implement A "No Pass - No Play" Policy

**Have New Hires
That Fail Testing Modules**

**Come In An Hour Early
The Following Morning**

**To Retake Any Modules
They Failed
The Previous Day**



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Implement Mid-Term & Final Exams

**And Let The Class Know
At The Beginning Of Training
That Their Continued Employment
Is Based On A 90% Score On Both Exams
You'll Be Amazed By The Profitable Results!**

**You'll Also Be Amazed
By What You Discover In This Process
About A New Hire's
Commitment and Work Ethic**



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What You See Is What You Get

**The Exact Same Traits
That Each New Hire Demonstrates
During New Hire Training**

**Will Be The Same Traits
Each New Hire Will Demonstrate
When They Graduate To The Sales Floor**

**Except They Will
Be Less Constrained
Due To The More Relaxed Nature
of the Sales Floor**



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What You See Is What You Get

**If You Have New Hires That
Show Up Late For Training Lunch & Breaks**

**They Will Also Show Up Late For Work
When They Graduate To The Sales Floor**

**If You Have New Hires
That Don't Pay Close Attention
During Sales Training**

**You Will Find They Won't Pay Close Attention
To Their Customers Or Manager Either**



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Test Their Values & Character

**Test Your New Hires
To Measure Their Values
As Well As Their Character
In The Training Process**

**And Eliminate Those New Hires
Found Lacking In Either Category**



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Outbound Excellence Provides Bundled Training Solutions

**That Will Maximize Your Sales Organization's
Ability To Achieve & Maintain Continuous
Profitable Sales and Customer Growth
Performance**

The Choice Is Up To You!



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After viewing the **Training Strategy**
Section of our
Cloud Sales Management System.
If you have any questions or would
like to discuss how our New! Sales
Management System can Increase
your Sales Performance
Please give us a call....

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www.cloudsalesmanagement.com

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