

The *Secret to Success* in **B2B Selling**

Many people believe that great sales-people are born, not made. This point of view does not stand-up under scrutiny. Having met thousands of sales people from all walks of life in all stages of their sales careers, there are a few common factors that reliably indicate the potential for individual sales success.

When hiring sales people we look for the following traits; Self confidence, cognitive ability, communications skills and a genuine desire to succeed.

With the arguable exception of cognitive ability, everything else can be learned and changed for the better, provided the sales-person genuinely desires success. What we have found in EMEA, is that the majority of sales-people are poorly trained, have no written goals to strive for, are poorly managed, lack formal sales process, and have few company-supplied tools to engage buyers in meaningful conversations.

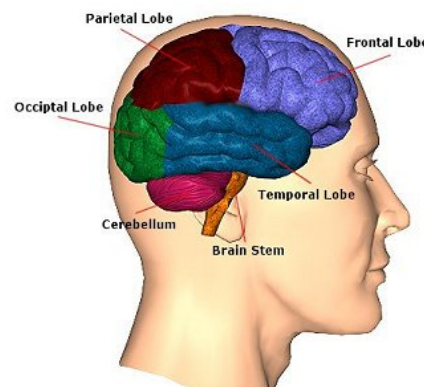
Underperforming sales-people are often fired after several quarters of low productivity at significant cost to the organization. What can you do with low achievers in your business?

A recent 12 month AMC engagement with Rainmaker's Dell Services sales team (RMKR NASD, a top-10 US Telesales company) raised the performance level of the sales team...across the board.

Our formula for success is as follows:

1. Develop and share messaging and scripts that enable all sales people to leverage best-practices dialogue around how the products/services create value for buyers
2. Master advanced communications and rapport development skills
3. Re-engage sales people in their lives and careers through belief, behaviour, and attitude change.
4. Learn powerful diagnostic and qualification techniques to enable sales people to qualify out early from deals they cannot win.
5. Create lightweight sales process to align buyers and sellers throughout the sales cycle.

To learn more, visit <http://www.admarco.net>



Superstar Salesperson

PROOF POINT

Robert Langer, General Manager
Rainmaker Inc. *October 17, 2007*

"I engaged Mark and his company over the past year to assist us in developing and delivering a high-impact sales effectiveness and coaching program for our Dell Service Telesales Operation.

Mark delivered an insightful and well received program that raised the overall skills of our team, delivered accelerated growth for our business and proved to be a key reason why our team was able to sustain record levels of performance.

Mark's program brings together his years of personal and professional experience with best practices from across multiple sales training, coaching and personal excellence curricula. Mark demonstrates a keen ability to quickly analyze the challenges facing your sales team and customizes his program to drive the results you are after.

Working with Mark is a pleasure and well worth the time and investment."

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