

## Training to Win

My home-office window overlooks St Andrews University playing fields in Scotland, where the Football Club of Barcelona held their 2008 summer training camp.

Every day all members of the team had general fitness training as well as specialist coaching and practice matches. I watched the goal-keepers train and in a single session a goalkeeper will have fended-off well over 100 attempts at goal. Football training isn't a one-off event; when professional footballers are not playing matches, they are training.

Unfortunately only a small percentage of salespeople, sales managers and business owners view their sales team's skills the way professional footballers, owners and managers treat their player's skills. Most sales people receive product training at new-hire and perhaps some sales-process training, and are expected to already have selling skills. We then send them out to score goals against highly trained buyers and expect fantastic results. It's not surprising that on average, 40% of salespeople Worldwide in 2007 failed to make their quota and the majority of them took nearly a year to reach full sales productivity.\*

Immersion in classroom training and spaced repetition provided by Performance Support and coaching programs are keys to developing champion sales teams. AMC's Consultative Sales Training and Performance Support (E-Learning) program, applies industry best-practices along with selling-psychology, advanced communication and language skills to improve the win-rate of all players in the sales team.

AMC's curriculum focuses on best-practices skills required in the most critical facets of selling:-

- Generating new prospects from marketing leads, referrals, network selling or the telephone
- Diagnosing prospects and qualifying opportunities
- Gaining access to key players
- Lightweight process to control the evaluation
- Negotiation, closing and leveraging the sale.

Visit our new Web-site <http://www.admarco.net> or contact Mark Gibson or call +447961081082

\* CSO Insights, Sales Performance Optimization 2008 Survey  
[www.csoinsights.com](http://www.csoinsights.com)



F.C. Barcelona Summer training camp

### PROOF POINT

**Jim Thompson, CEO CogBooks Ltd.**

"CogBooks was contracted by Scottish Development International to run an introductory consultative sales training session for the entire 220 person SDI In-bound investment team over two half-day sessions. I partnered with Advanced Marketing Concepts to deliver the in-person training as well as Performance Support post-training. I can honestly say that this was one of the best live training events I have ever attended. AMC transferred skills and enthusiasm and captured the interest of the entire group for the whole period. As a result I expect the SDI team to be much better at rapport development, client engagement, qualification and diagnosis. Well done AMC!"

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