



# THE SALES M.B.A.

A WINNING SALES  
PERFORMANCE PROGRAM  
FROM EAGLE'S FLIGHT

earning]. impact

## experience. learning. impact.

Eagle's Flight is about sparking transformation. We're about creating flash points where change happens, where people are inspired to do their jobs better, and to lead more effectively – all through learning that is rooted in our proprietary experiential design. We don't just go through the motions of corporate training – we're dedicated to unleashing the promise that is present inside every participant, and to ensuring that they are inspired to take their learning with them and apply it.

EXPERIENCE THE IMPACT THAT WELL-DESIGNED,  
WELL-DELIVERED, WELL-SUPPORTED LEARNING  
CAN DELIVER.

## SELLING

If you go shopping for a pair of gloves, you might well have some very specific requirements: size – clearly important; color, material, texture. You may have definite preferences; and purpose – warmth, aesthetics, and practicality. Satisfaction comes from finding just the right thing.

In the same way, sales is not about force fitting a product or solution onto a customer. Rather, it's about first finding out exactly what the customer needs and wants as completely as possible, and from as many different perspectives as possible; then meeting those specific requirements. True selling is much more about meeting needs, and being seen to meet those needs, than it is about "persuading."

In other words, what's been sold fits like a glove.

The Sales M.B.A. from Eagle's Flight shows how to do this, and how to do so within the context of your own company's needs and priorities.

# WHY A SALES “M.B.A.”?

TO DELIVER THESE OUTCOMES:

- M.** MASTERY OF THE PROFESSION  
A true expert in the profession
- B.** BRILLIANT IN THE CUSTOMER’S EYES  
Customers who are consistently both satisfied and impressed
- A.** ACHIEVEMENT OF THE COMPANY’S TARGETS  
All revenue commitments are predictably delivered

# THE SALES M.B.A. MODEL



## ••The Sales M.B.A. Model

### PREPARE:

Before every call, complete a Customer Profile, looking both “outside the door” and “inside the door.”

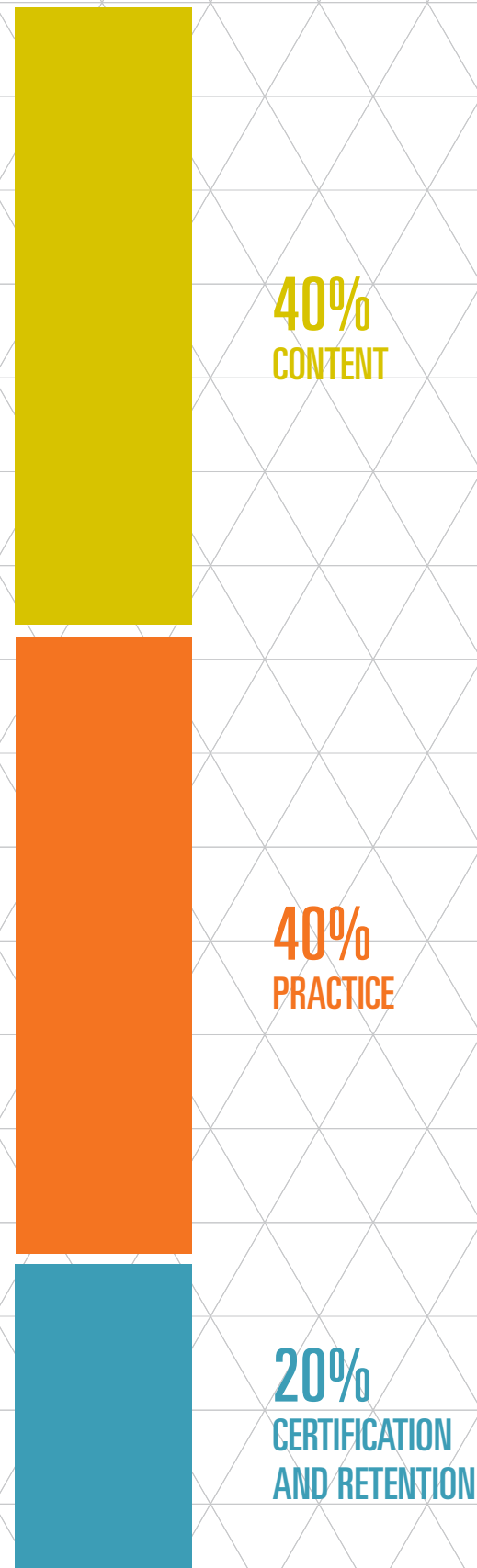
### SELL:

Apply the Five Gears of Selling to focus on meeting the customer’s both real and perceived needs.

### PARTNER:

Identify where on the Relationship Spectrum you are with this customer, and so optimize every opportunity.

# THE 5 DAY COURSE



## The Eagle's Flight Approach to Guarantee Results

### Specific content taught over the five days includes:

1. WHAT'S REALLY POSSIBLE
2. FUNNEL MANAGEMENT AND CLOSE RATIOS
3. BUILDING CUSTOMER PROFILES
4. THE FIVE GEARS OF SELLING
5. SELLING VALUE, NOT PRICE
6. CREATING LONG TERM PARTNERSHIPS

### Practice, Practice, Practice!

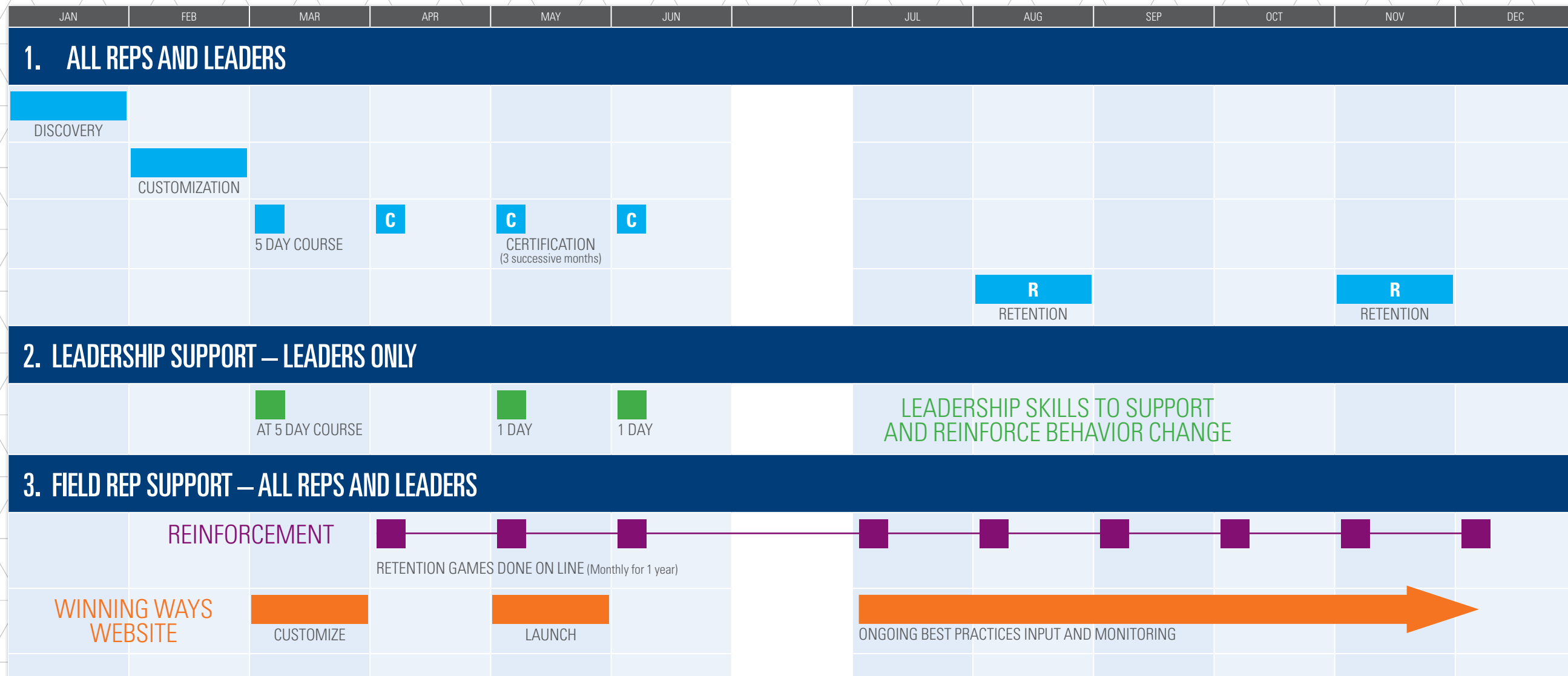
1. PRACTICE OCCURS IN CLASS SO THE CONTENT IS TRULY ABSORBED, UNDERSTOOD, AND MADE IMMEDIATELY RELEVANT BACK ON THE JOB.
2. EXPERIENTIAL LEARNING TOOLS KEEP EVERY DAY HIGHLY ENGAGING, FUN, AND CENTERED AROUND DISCOVERY BASED LEARNING.

### Testing, evaluation, and certification begins in the class and continues for one year post class.

1. ON THE JOB FEEDBACK
2. IN FIELD COACHING
3. CONSISTENT DAILY APPLICATION OF NEW BEHAVIORS

# SALES M.B.A. IMPLEMENTATION

## 3 COMPONENTS



THE SALES M.B.A. FROM EAGLE'S FLIGHT

# CHANGING BEHAVIOR TO CHANGE RESULTS

- M.** Mastery of the Profession
- B.** Brilliant in the Customer's Eyes
- A.** Achievement of the Company's Targets

- 1 Setting the Expectation
- 2 Funnel Management
- 3 Selling with Integrity
- 4 Customer Profile
- 5 Selling Skills
- 6 Building Partnerships
- 7 Field Coaching + Leadership Certification and Retention
- 8 Winning Ways Website

**EIGHT  
COMPONENTS**

# Gold of the Desert Kings



# 1 Setting the Expectation

## **GOLD OF THE DESERT KINGS™**

The personal challenge for each sales professional is to achieve all that's possible.

## **KEY LEARNING**

**COMMIT TO WIN,  
NOT JUST SURVIVE!**



# 2 Funnel Management

## FILL AND MANAGE THE FUNNEL

Sales success is the result of a disciplined process, not wishful thinking.

## KEY LEARNING

BUILD AND MANAGE A SALES FUNNEL THAT GENERATES PREDICTABLE SALES RESULTS.



The Sterling Silver Cord



Complex Challenging Straightforward

CASE STUDY  
**Lucy**  
and the  
**Lemonade Stand**





# 3 Selling with Integrity

## COUNCIL OF THE MARBLE STAR™

Who we choose to buy from is often as important as what we choose to buy.

### KEY LEARNING

BE SEEN TO SELL WITH INTEGRITY, NOT JUST WITH PRODUCT KNOWLEDGE.

## CUSTOMER PROFILE

Customer: \_\_\_\_\_ Address: \_\_\_\_\_

**Prewrite** (internet, newspapers, trade publications/associations, social networks, telemarketers, LinkedIn, customer literature, internal departments, company reports)

### BIG PICTURE

Where are they successful? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where do opportunities exist? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### CURRENT MARKET CONDITIONS

- Industry
- Regulatory
- Geographically
- Competitively

# 4 Customer Profile

## KNOWING THE CUSTOMER

Knowledge is power;  
knowledge used is powerful!

## KEY LEARNING

LEARN ABOUT  
YOUR PROSPECTIVE  
CUSTOMER'S CURRENT  
REALITY BEFORE  
ATTEMPTING TO SHOW  
THEM HOW TO IMPROVE  
THAT REALITY.



# 5 Selling Skills

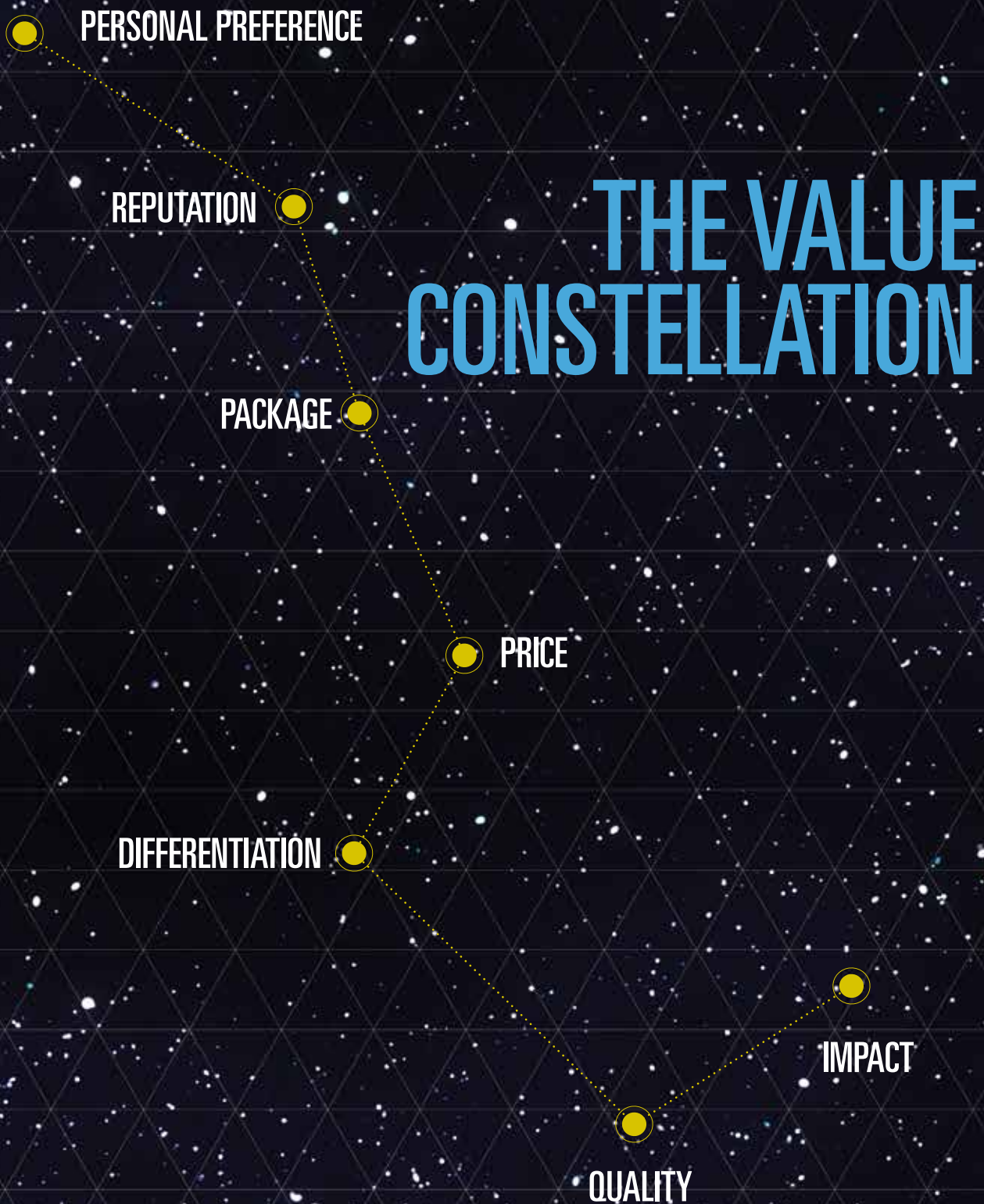
## THE FIVE GEARS OF SELLING

We only buy what we understand,  
and only from people we trust.

## KEY LEARNING

SHIFT SMOOTHLY!

- 1 EXECUTIVE PRESENCE
- 2 REAL NEED
- 3 OBJECTIONS
- 4 CLOSE
- 5 NEXT STEPS



## 5 Selling Skills (continued)

### THE VALUE CONSTELLATION

The price paid is not just a reflection of the value being received, but also of the perceived value being received.

### KEY LEARNING

UNDERSTAND ALL FACTORS THAT CAN CONTRIBUTE TO VALUE IN THE CUSTOMER'S MIND, AND THEN PLACE APPROPRIATE WEIGHT ON EACH BEFORE FINALIZING PRICE.

# 6 Building Partnerships

## RATTLESNAKE CANYON™

Being a vendor is about making a deal; being a partner is about making a difference.

### KEY LEARNING

BUILD LONG TERM PARTNERSHIPS WITH CUSTOMERS, DON'T JUST GENERATE INDIVIDUAL TRANSACTIONS.

Build True Partnerships

Know Current Customer Needs

Initiate Efficient Processes

SHERIFF

Chase Maximum Profit Potential

Demonstrate "Quick and Clear" Communication



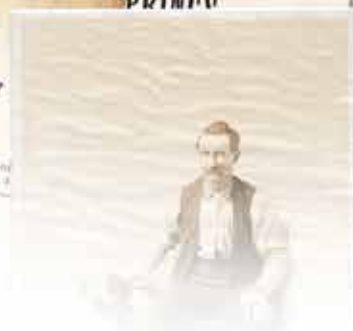
### STEAMBOAT NOTICE

Week 1:

The WATER contained in  
the water barrels comes FRESH  
DRINKING



ANGEL BEND RAILROAD INVENTORY  
"Think and or Ghost Town?"



Content

Model

Coach

Require

Desired Outcome

## Field Coaching Feedback

Salesperson \_\_\_\_\_  
Customer \_\_\_\_\_  
Face to Face  Phone  Date \_\_\_\_\_



### FUNNEL ASSESSMENT

★ Where is the customer before this call? ★★ Where do you want the customer to be after this call?

### FEEDBACK ON THE SALES CALL

① Extremely Deficient    ② Somewhat Effective    ③ Effective    ④ Very Effective    ⑤ Outstanding

	RATING	COMMENTS
Call Preparation		
Customer Profile		
Executive Presence		
Identify the Real Need		
Overcome Objections		
Steps to Close		
Agree on Next Steps		

### POST-CALL LEARNINGS

What would you do differently next time?



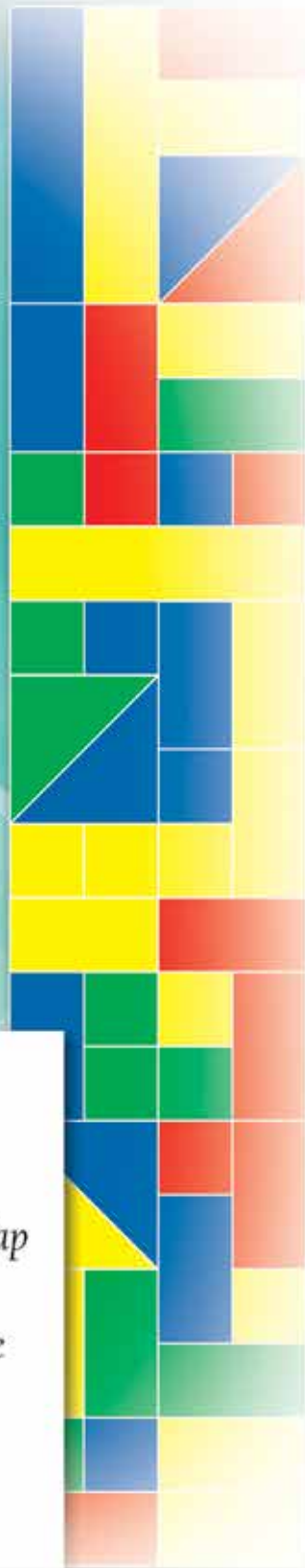
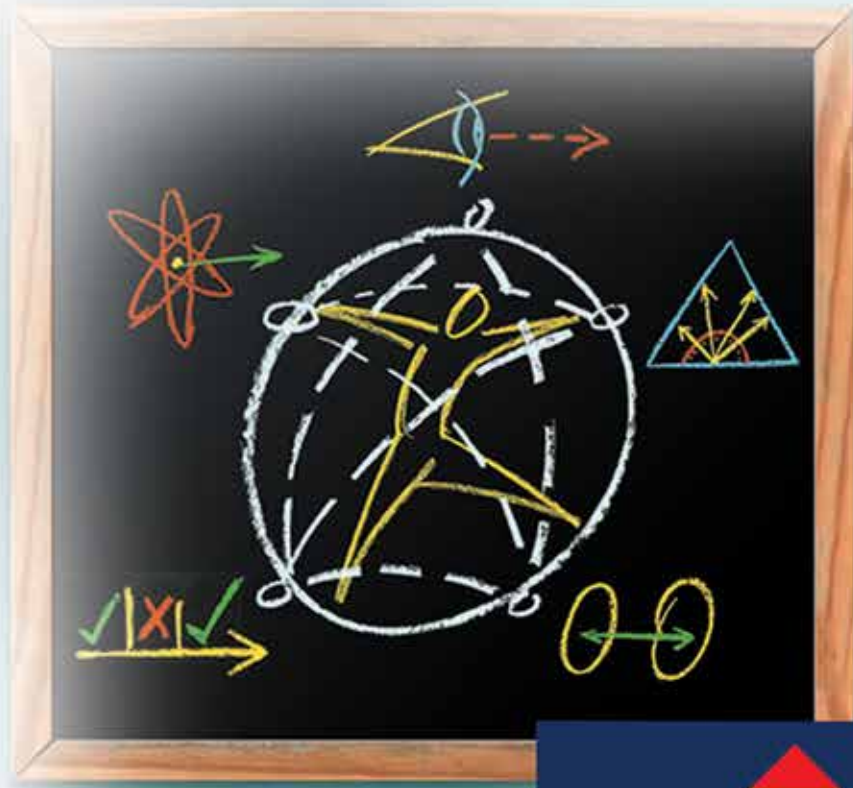
## 7 Field Coaching + Leadership

### THE ACCOUNTABLE COACH

Performance improves when new behaviors are reinforced by on-the-job coaching.

### KEY LEARNING

CHANGE BEHAVIOR BY WALKING THE TALK YOURSELF, AND TALKING THE WALK WITH YOUR REPS.

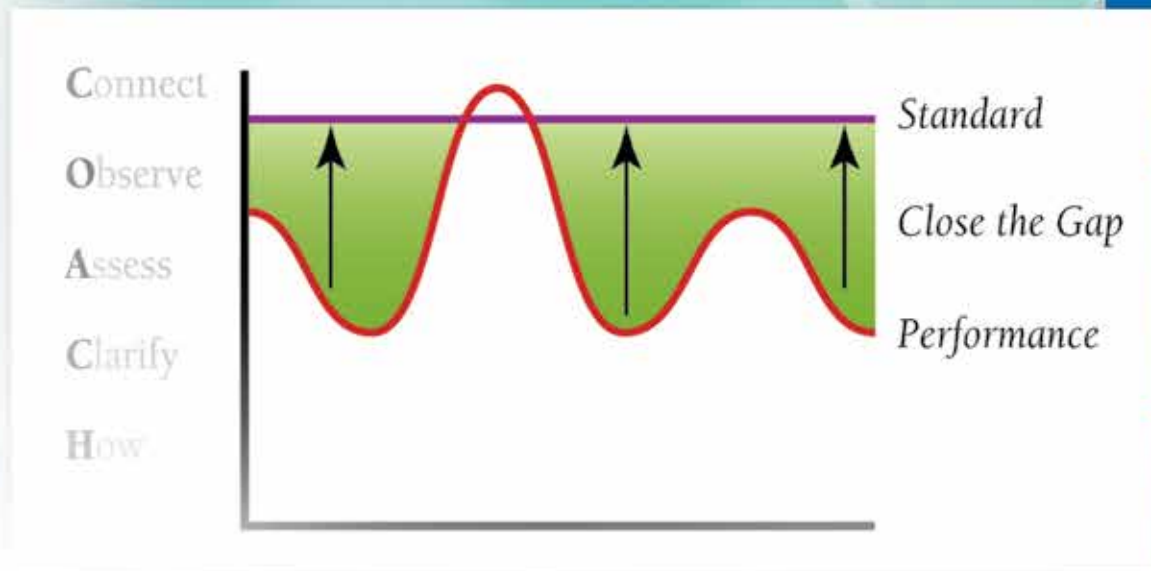


## LEADING THE NEW BEHAVIORS

Disciplined leadership support is the difference between permanent change and fleeting interest.

## KEY LEARNING

- 1 HARNESS VISION:**  
Why these new behaviors are so crucial.
- 2 DEFINE EXPECTATIONS:**  
A significant shift in sales performance is required.
- 3 COMMUNICATION:**  
Ongoing feedback and help adopting these new skills.
- 4 IMPACT:**  
Regular review of priorities – what to Stop, Start, and Continue.
- 5 SUSTAIN ENERGY:**  
Celebrate success on the journey to mastery.





# CERTIFICATION AND RETENTION

## Field Coaching Feedback

Salesperson \_\_\_\_\_  
 Customer \_\_\_\_\_  
 Here to See:  Phone:  Date \_\_\_\_\_



### FUNNEL ASSESSMENT

Where is the customer before this call? ★★ Where do you want the customer to be after this call?

### FEEDBACK ON THE SALES CALL

1 Extremely Deficient 2 Somewhat Effective 3 Effective 4 Very Effective 5 Outstanding

	RATING	COMMENTS
<b>Call Preparation</b> • Managing the Sales Call - document completed		
<b>Customer Road Map</b> • Concrete outside the door • Completed inside the door • Drive your clear conclusions down as a result of the Road Map		
<b>Executive Presence</b> • Well prepared • Dressed appropriately • Presented a positive attitude • Well organized • Communicated clearly		
<b>Identify the Real Need</b> • Asked relevant questions • Listened carefully • Didn't propose a solution until the real need was fully understood		
<b>Present Offer</b> • Used a central pillar • Key points supported the central pillar • Key points linked back to the central pillar		
<b>Overcome Objections</b> • Anticipated objections		
<b>Wrap Up Close</b> • Summed up the session effectively or close		
<b>Agree on Next Steps</b> • Identified specific follow-up actions		

### POST-CALL LEARNINGS

What would you do differently next time?

www.tml.com

## Sales Planning Feedback

Salesperson \_\_\_\_\_ Date \_\_\_\_\_

### FEEDBACK ON THE WEEKLY FUNNEL REVIEW

1 Extremely Deficient 2 Somewhat Effective 3 Effective 4 Very Effective 5 Outstanding

FUNNEL	RATING	COMMENTS
A funnel has been completed for each website visit and is being kept current.		
Individual customers are appropriately placed in the funnel.		
Notes are accurate.		
Notes needing improvement are clarified and appropriate action taken.		
Based on predicted results, forecasts are adequately met to ensure achievement of targets.		

CONTINGENCIES	RATING	COMMENTS
Contingency plans have been created to ensure achievement of targets.		
A website has been identified for each brand.		

### ADDITIONAL COMMENTS

www.tml.com



# 8 Winning Ways Website

## LEARN FROM THE BEST

Sales excellence is a team sport where success shared breeds success multiplied.

## KEY LEARNING

• UPLOAD TO – AND CHECK FREQUENTLY ON – THE WINNING WAYS WEBSITE.

COLLECT

SHARE

ABSORB

APPLY

# IMPLEMENTING THE SALES M.B.A.

## **ONE**

We begin with up front customization work to build-in relevance: your examples, language and values, situations, and customers.

## **TWO**

Within the course we adjust how much time is spent on each topic so we can focus on the areas of greatest need.

## **THREE**

Delivery options (how long, over what time period, etc.) are adapted to the realities of your sales force.

## **FOUR**

We offer – and strongly encourage – a post-course content retention and application process that involves field sales managers.

## **FIVE**

There are a number of other subjects for which we have content, from which we can draw to augment this core curriculum if necessary.

## **SIX**

We provide facilitators for all the content, around the globe; or we can certify your trainers.

# WHY EAGLE'S FLIGHT?

## **A WORLD LEADER IN EXPERIENTIAL LEARNING**

Eagle's Flight pioneered experiential learning in 1988 and has been the recognized leader in the field ever since.

## **A RECOGNIZED LEADER IN CUSTOMIZATION**

Since 1998, Eagle's Flight has been creating customized solutions explicitly tailored to the culture, values, requested 'look and feel,' and desired learning outcomes for many of the world's best known companies.

## **A RESULTS-BASED SOLUTION PROVIDER**

Our clients often migrate away from other training providers to a more exclusive engagement with Eagle's Flight as they realize that partnering with us is a competitive advantage.

## **WORLD CLASS FACILITATORS**

The rigorous solution and training process employed by Eagle's Flight in the building of our facilitation team has been repeatedly recognized as among the very best in the industry.

## **A COLLABORATIVE PARTNER**

Whether delivering an off-the-shelf or custom solution, Eagle's Flight's Account Management Model ensures the level of partnership and engagement that occurs is consistent with the client's expressed wishes.

## **GLOBAL IN SCOPE**

Because our content is licensed to 55 professionals in 45 countries, we are able to serve the global community, and reflect their indigenous languages, cultures and values in our training programs.

## **QUALITY MATERIALS AND DESIGN**

Our in-house art team and print shop create only the highest quality learning materials to ensure participant engagement. Clients consistently rate us 'second to none' in bringing learning to life.

## **STEVIE AWARD WINNER**

Since 2005, Eagle's Flight has won eight Stevie Awards, including Best Product Development Team, Distinguished Honoree for Most Innovative Company of the Year in North America and Distinguished Honoree for Executive of the Year in North America.



# ABOUT EAGLE'S FLIGHT

## WHAT WE DO

Eagle's Flight is an innovative leader in the development and delivery of practical training programs for the global business community. Through the use of experiential learning, we assist organizations of all sizes in gaining a competitive edge by significantly strengthening their workforce.

Our offering of training programs includes team and training experiences as well as leadership development and learning, all supported by our significant expertise in optimizing relevance and impact. Within each of these business segments, our point of difference remains the same – a focus on results, driven by our unique experiential approach and brought to life by our dynamic people.

Globally, our programs are offered in more than 25 languages and represented by international licensees in over 45 countries. Our worldwide team is consistently rated as exceeding client expectations, delivering more than 200 programs per month to groups ranging in size from 10 to over 2,000 participants. Our global structure also enables us to work with large multinational companies to provide them with consistent training messages and methods around the world.

## CONTACT US

Eagle's Flight has offices throughout the United States and Canada, and is represented by global licensees around the world. Within the United States, our main office is located in Minnesota. Within Canada our main office is located in Ontario.

### Global Head Office

489 Clair Road West  
Guelph, ON  
CANADA N1L 0H7

### US Head Office

7600 Parklawn Avenue  
Edina, MN  
USA 55435

**Phone:** 1-800-567-8079

**Worldwide:** 1-519-767-1747

**Fax:** 1-519-767-2920

**Web:** [www.eaglesflight.com](http://www.eaglesflight.com)

## SOCIAL NETWORKING



[REQUEST A CONSULTATION](#)



**EAGLE'S**   
**FLIGHT**™  
experience. learning. impact.

1-800-567-8079 worldwide 1-519-767-1747  
[www.eaglesflight.com](http://www.eaglesflight.com)

experience. [lea