

I delegate very few decisions
to my team these days

If it's a significant investment,
I have to approve it

I don't read your emails –
I get 50 just like them every day

I don't return your calls –
I get 70-120 sales calls a week

I don't meet with
sales people

ACCESS

There's a new Decision-Maker in town, and this one doesn't meet with sales reps.

In the current economic climate, decision-making responsibilities are getting pushed higher up the corporate ladder. Too many reps are chasing too few Decision-Makers. And here's what those Decision-Makers aren't telling you:

- » "You've got 30 seconds before I direct you to someone else in my organization (who will waste hours of your time and can't make a decision anyway)."
- » "If you want my attention, you better know what's on my 'white board'."
- » "I'll listen if you tell me something I don't already know about how to make my plan succeed."
- » "If you do catch my attention, you have only a few minutes to convince me that you are someone worth listening to."
- » "If you are one of the very few that does get some face time, you have only a 10% chance of getting a second meeting. Like I said, I don't meet with sales people."

The rewards are waiting for the reps with the right approach, but it has to be a very different approach.

“ASLAN’s prospecting methodology was so effective we invested in an enterprise wide, unlimited licensing agreement for our global sales force... Every single person in our organization should go through this program.”

— Fortune 500 High Tech Company

We Can Get You There

Since 1996, ASLAN has been helping sales organizations gain access to opportunities that would have normally been closed to them. Instead of the usual sales gimmicks and supposedly magic bullets, ASLAN’s Access program is a comprehensive one-day workshop that will equip reps to:

Strategy

- » **Cut through the clutter** – by creating a *Unique Positioning Strategy* (UPS) that gets attention and gets a response.
- » **Find a path to the Decision-Maker** – by developing a *Relational Map* or creating a more effective direct access strategy (e.g., email, telephone).
- » **Quickly filter through prospects** – to rank opportunities/accounts and ensure the most strategic approach to the territory (“site fish”, “troll”, or ignore).
- » **Once you’re in, stay in** – by learning a five-step account development process that links to the Decision-Maker’s pain and offers immediate value to the organization.

Skills

- » **Find out who has the real influence, regardless of title** – by learning how to identify the hidden political structure in any organization.
- » **Get past the “big four”** – successfully navigate the four main barriers organizations build to keep you out.
- » **Engage even the most resistant Decision-Makers** – by neutralizing their five most common (but false) objections to meeting with a sales rep.

Reinforcement Tools

- » **Map your path** – using a simple tool to assess existing contacts and build a Relational Map to the Decision-Maker.
- » **Ensure skills application** – with a 4-Week Rep Certification Program driven by your Application Workbook.

Unique Is Standard

Your organization is unique. The responsibilities of your different reps are unique. So we make your program unique. Not only do we offer programs that fit different types of sales roles (such as inside vs. outside, prospecting in complex vs. non-complex organizations), but we will also identify your specific sales challenges and develop custom simulations around your solutions.

The Results Are In

When sales organizations adopt our solution, they see results. We’ve proven this at some of the world’s-leading sales organizations such as AT&T, Merck, Cisco, Johnson&Johnson, Apple, FedEx, GE, Thermo Fisher, Wescor, MetLife, and Pearson Publishing. We’ve even proven it with a control test in an industry where access is extremely limited. In this test, our client saw:

- » **Engagement rates increase by 808%**
- » **Results increase by 300%**

“Our field guys gave this program the highest rating because it took the mystery out of prospecting. They learned where to focus, how to get there, and it wasn’t based on some cheesy manipulation tactics. It’s the best program I’ve seen.”

— GE

“Within the first four months of implementing ASLAN’s program, appointments set with cold prospects jumped by 300% & engagement rates increased by 808%.”

— Western & Southern

Since 1996, ASLAN has focused on accelerating change within many of the world’s largest sales organizations. Our solutions and expertise are focused on the three critical areas needed to ensure sustainable change: equipping leaders to coach and inspire, providing programs and tools to develop reps, and improving sales tactics (message, methods, and metrics).

