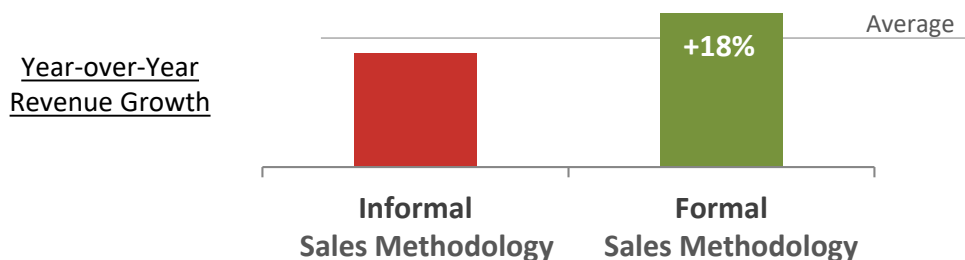# THE AGILE SALES CODE®

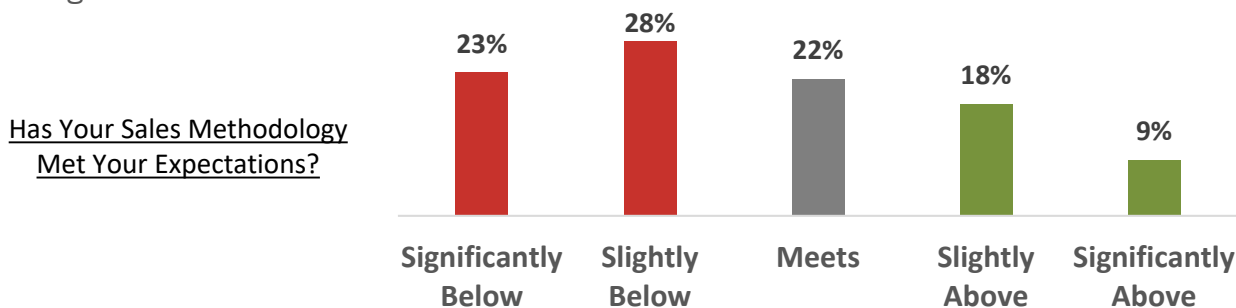## *WHY DO YOU NEED A NEW SALES METHODOLOGY?*

FACT #1: *Formal Sales Methodologies Are a Good Thing*

Vantage Point research shows that sales forces with formalized methodologies grow revenue 18% faster than those without them.

Year-over-Year Revenue Growth

+18%   Average

Informal Sales Methodology   Formal Sales Methodology

### FACT #2: *Most Sales Leaders are Disappointed with their Sales Methodology*

Yet new research by Florida State University Sales Institute professor Leff Bonney shows that 51% of sales leaders are disappointed with their sales methodology. So why do such good things leave us wanting more?

Has Your Sales Methodology Met Your Expectations?

23%	28%	22%	18%	9%
Significantly Below	Slightly Below	Meets	Slightly Above	Significantly Above

REALITY: *Any Methodology Works, but Only in the Right Situation*

Dr. Bonney's research showed that any sales methodology can work, *if* it aligns with the specific selling situation. Great salespeople know this and intuitively adjust their sales strategy depending on the reality they encounter. The result is that top performers win more deals because they respond to their buyers' needs.

One Size Does NOT Fit All
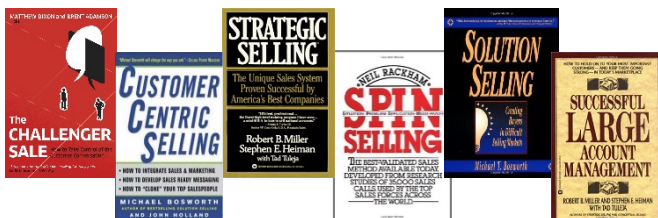
"Our top performers actually score the worst in adhering to our sales methodology"

Sales Training VP, Insurance Provider

83% *Customers who say a rep's ability to adjust sales strategy was a major factor in their purchase decision*

12% *Reps who are good at adjusting their sales strategy – as identified by their customers*

Based on Dr. Bonney's extensive research, the *Agile Sales Code®* is a revolutionary approach to sales methodology. Rather than provide salespeople with yet another rigid sales strategy that only applies to specific situations, it teaches all of your sellers to do what your best sellers do naturally:

1. Identify the buying situation
2. Select the best fit sales strategy
3. Execute the strategy flawlessly

Vantage Point works with your team to identify the most common buying situations your salespeople encounter. We then design best practice 'plays' to execute in each scenario and train your sellers on the insights and skills needed to win every time.

The *Agile Sales Code®* provides a menu of sales strategies that turn your salespeople into highly adaptive sellers – employing the best-fit sales strategy for every situation they encounter.

Identify the Buying Situation → **Sales Strategy #1**, **Sales Strategy #2**, **Sales Strategy #3**, **Sales Strategy #4**
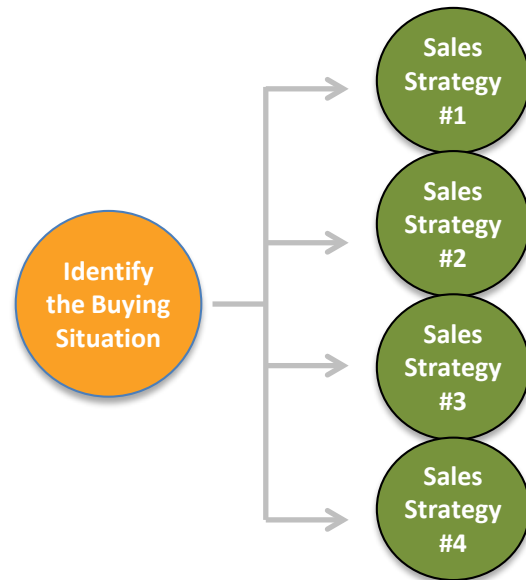
BENEFITS *of the Agile Sales Code®*

- Enables your sellers to quickly identify the most common challenges they face
- Equips them with the strategies and skills to adeptly handle each situation
- Provides the performance boost of a formal sales methodology
- Eliminates the frustration of rigid methodologies that fail as often as they succeed
- Drives greater adoption through a customized, highly relevant sales approach
- Aligns your selling effort with the way your customers want to buy
- Wins the deals you currently lose due to inappropriate sales strategies

REQUEST INFORMATION NOW

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