

COMMAND OF THE SALE®



PROVIDE SALES REPS WITH A BUYER-DRIVEN SALES METHODOLOGY...

“that equips them with the knowledge and tools to consistently qualify, manage, and close sales opportunities.”

✔ Command of the Sale®

Improve your team’s ability to qualify, advance and close sales opportunities with our Command of the Sale® methodology. You’ll boost sales execution with a common sales language and process that is well aligned with your customer’s buying process.

A consistent sales process and an integrated set of tools and templates will help you properly align your sales, technical and partner resources around each new sales opportunity. You’ll also address the causes of lengthy sales cycles and prevent reps from taking shortcuts during the sales process.

Command of the Sale® will help you:

- Use a consistent sales language
- Improve your deal velocity
- Win more late stage deals
- Consistently qualify opportunities
- Leverage your internal resources
- Align your sales process with the customer’s buying process

💡 Course Curriculum

First, we’ll work with your sales leaders to understand your current sales process, system and tools. Then we’ll develop customized tools to support your sales process, working to integrate and leverage your existing tools.

With tools and templates in place, you’ll easily capture and share the information necessary to successfully manage sales opportunities.

👤 Target Group

Sales Managers, Sales Operations Managers, Sales Leadership

Sample Deliverables:

- Opportunity Qualifier
- Value Proposition Tool
- Quote Tool
- ROI Tool

Challenges We Solve

“WE DON’T DO A GOOD JOB OF CONSISTENTLY QUALIFYING SALES OPPORTUNITIES.”

Our Opportunity Qualifier resolves the challenge of consistently qualifying leads.

“OUR SALES PROCESS ISN’T ALIGNED WITH THE CUSTOMER’S BUYING PROCESS.”

We’ll help you develop a common sales language, processes and tools that are based on customer-verifiable outcomes.

“OUR ROLES AND ACCOUNTABILITIES AREN’T VERY CLEARLY DEFINED.”

Well-defined roles and accountabilities ensure that all your resources are properly aligned to support your sales opportunities.