

## SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in an economically depressed market

Times are tough for sales professionals. Customers are ordering less, postponing sales decisions, trimming the number of suppliers, and reducing budgets.

Under increasing pressure to perform, struggling sales professionals revert to 'type' behaviour, commonly displaying any or all of the following symptoms:

- doing what is most comfortable rather than necessary and effective
- calling prospects blindly and indiscriminately
- chasing unpromising sales leads or the one big deal, at the expense of building a solid pipeline
- losing confidence in their offering and the added value it provides
- dropping price to build volume

Traditional training is not always a practical solution. Sales people are reticent to devote days to training, preferring to optimise selling time and maximise customer-facing interaction. Budgets for training are limited.

## Why SKILLSHOT™?

- **Focused:** each skillshot™ clinic focuses on one critical aspect of selling in an economically depressed market
- **Intensive:** clinics are 2 hours in duration minimising time away from selling
- **Cost effective:** accommodating up to twenty people, the skillshot™ solution keeps your spending low
- **Flexible:** skillshot™ clinics can be run at breakfast to kick start the day, at lunch-time to re-energise sales people for the afternoon shift, at the end of the day making productive use of that dead time post 4.00 pm, or as part of your sales meetings still leaving yourself enough time to complete the rest of your agenda

## What next?

Contact us by calling 08700 704242 or email: [info@4ty2.co.uk](mailto:info@4ty2.co.uk)

## SKILLSHOT™ clinics

### Surviving a tough market

Developing and activating strategies, designed to maximise sales performance in an economically depressed market

### Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

### Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

### Managing the sales process

Taking control of the decision-making process and ensuring it operates to your deadlines

### Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

### Developing a differentiating value proposition

Designing, developing and delivering a business winning case

### Negotiating in tough times

Standing-up to, and counteracting, well trained, experienced negotiators

### Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

## Something different?

If you would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology.