



CUSTOMISED SALES TRAINING

Which of the **Top 10 Sales Performance Issues** are your Sales People facing today?

1. They miss target too often.
2. Current business comes from existing 'friendly' customers/clients.
3. Uncomfortable speaking with Senior Management in Clients. (Most of their customer contacts are at low or middle level).
4. Happiest when talking about Price and Product Specs when with customers/clients.
5. Lose negotiations and orders because the opposition always "gave a better price".
6. Cannot or will not make appointments with new contacts/companies through cold calling or networking.
7. Don't have enough opportunities in their Pipeline and those they have are often repeat orders or with C or D class customers.
8. Don't know where their future business is going to come from.
9. Blame you, the market, your products/services, their customers, accounts department, when they don't hit target.
10. Presentations or/and proposals are generic, dull and product focused.

Far too often KONA meet with organisations who have excellent strategies; outstanding services and/or products filling their "warehouses"; up to date Internal Systems; strong branding and marketing...
...and their Sales People are often "**product flogging, price quoting, brochure dropping, order taking reps**".

KONA's 5 step Hearts & Minds™ Sales Training exposes your sales team to world's-best-practice in developing, articulating and selling 'customer first' value propositions.



Because Hope is
Not a Strategy

Hearts & Minds™ Sales Methodology

3. MANAGING THROUGH THE PIPELINE

- Understanding the Decision-Making Process
- Creating Reasons to Change
- Linking Solutions to Clients Need
- Leveraging Relationships

2. CONVERSATION SKILLS

- "Breaking the Ice"
- Creating Credibility
- High Value Questioning, Probing, Listening
- Your Value Proposition
- Appointment Making
- Sales Meeting Plan & Objectives



4. GAINING COMMITMENT

- High Impact Presentations
- Negotiating
- Overcoming Objections
- Closing

5. DEVELOPING LONG TERM RELATIONSHIPS

- "Interlocking" (Brickwalling)
- Creating Referrals & Recommenders
- Sustainable Relationships

1. PIPELINE DEVELOPMENT

- Market Intelligence
- Target Qualification
- Reverse Planning
- Your Value Proposition
- Appointment Making
- Sales Meeting Plan & Objectives



Hearts & Minds™ Sales Training will develop your Sales People to be able to:

- ✓ Prospect and develop new business.
- ✓ Develop relationships and accounts from the top down, NOT just at operational level where they get a regular cup of coffee!
- ✓ Drive activity that builds a Sales Pipeline of future opportunities and results.
- ✓ Plan and structure their time effectively to increase their productivity and results.
- ✓ Maximise the ROI from each sales meeting.
- ✓ Understand the genuine needs of your customers, and then create a compelling link between those needs and your services & products.
- ✓ Close more sales through High Impact Presentations and Negotiations.

Please Note: KONA's Hearts and Minds™ Sales Training and Coaching is NOT a generic, "off the shelf, by the book", sales training course.

Based on proven sales methodologies the Hearts and Minds™ Sales Training and Coaching program is customised to your business, your market, your customers and your people and has achieved outstanding results for organisations including:

- ✓ Doubling the sales of an 80 strong sales team in 6 months.
- ✓ Increased sales of a Finance client by 20% in one year.
- ✓ Increased market share of an Industrial client from 32% to 40% in 2 years.
- ✓ Increased sales for a Pharmaceutical client by 19% resulting in them achieving 140% of target in one year.
- ✓ Increased average order value for a Manufacturing client by 6,365%.
- ✓ Increased customer retention of a Major Credit Card by over 12% in 6 months.
- ✓ Grew ongoing sales target achievement for a Retail client by 60% in 6 months.
- ✓ Increased revenue for a Distribution client by 12%, in one year.
- ✓ Increased sales for a Building client by over 5% in a declining market.

Hearts and Minds™ Sales Training: Proven in the following industries:

- ✓ Industrial & Manufacturing.
- ✓ Building & Construction.
- ✓ Professional Services & Consulting.
- ✓ Banking, Finance & Insurance.
- ✓ FMCG & Retail.
- ✓ Health Care & Pharmaceutical.
- ✓ IT & T.



KONA's unique A.C.T.C. process is based on four separate stages of Performance Assessment, Program Customisation, Training Workshops and Follow Up Coaching, resulting in a sales training program that is customised to your sales team, call centre employees, customer service team or any other employees who engage with customers. Prospect and develop new business.

To discuss how KONA's Hearts and Minds™ Sales Training and Coaching will help your team to smash their targets please contact Glenn Dobson today on 1300 611 288 or Glenn@KONA.com.au

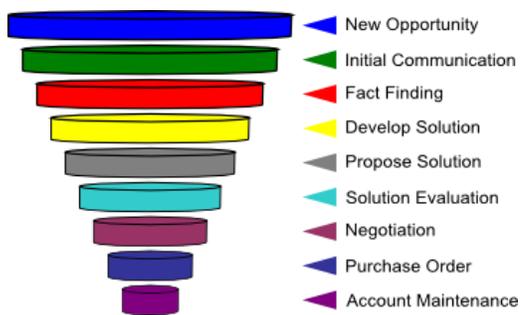


SALES PIPELINE TRAINING

- How much time are your managers/sales people spending in the field face to Face with customers?
- How many customers / orders do you or your team need to achieve target?
- How much of this year’s business will come from your current accounts?
- What is the average delay factor-lead time from identifying a new opportunity to invoicing it?
- What is the historic fall out rate from your existing accounts?
- What are some of the product and customer targets you have set?
- What are some of the activities you are currently coaching?
- How do you focus your teams business building activities and what **Activity** KPIs do you use?
- How do you evaluate the probability factors of success?

How confident are you that your Sales People and Sales Managers will consistently hit target this year?

The KONA Sales Pipeline Process is designed to build the activity trends and ratios that will create the results you can expect, rather than hope for, by identifying how much influence you are really having, and in what area you need to focus next. Because Hope Is Not A Sales Strategy.



Sales people typically know where they have been this week and (hopefully) where they are going next week. Yet, across the key activities that really influence your customers, how well are you driving and monitoring sales activity on an ongoing basis and then connecting that to individual results?

By implementing a consistent ‘Sales Pipeline Process’ you can create a more productive sales environment where everything is more visible, tangible, and certain and where you can understand exactly what type of activity is driving your sales results.

Weak sales people continuously do the things they are comfortable doing (same accounts, same contacts, same conversations etc). and are often ‘busy being busy’. Successful salespeople naturally move away from situations that limit their thinking and move towards situations where they are able to think ahead and plan what activities need to be done and sales conversations that need to be had to hit target.

For those wanting and/or prepared to take a higher degree of control of your sales results, the KONA Sales Pipeline Process will enable your sales people to know with a high degree of certainty whether they are likely to hit target or not.

And, if you are off target, it will enable you to determine exactly what it is that you need to do more of differently or better to get back ON target.

For more information about how Sales Pipeline Training and Coaching will help your sales managers and sales people become more successful and HIT TARGET contact KONA today on 1300 611 288 or Glenn@KONA.com.au

Get rid of your excel spreadsheets, poster notes and files and AUTOMATE YOUR SALES PIPELINE PROCESS
Check out your Free 6-week trial of Pipedrive CRM at <http://pipedrive.kona.com.au/>



POWER HOUR SALES TRAINING

In one recent KONA Cold Calling workshop the sales team made 546 appointments IN ONE POWER HOUR.

Another team in a different industry sold \$1,200,000 of old and obsolete stock, again in ONE POWER HOUR.

The #1 indicator of sales success is the amount of Face to Face meetings a sales person has with a customer. Yet typically 85% of sales people are 'Farmers' who are comfortable managing existing relationships, and only 15% are "Hunters".

Many sales people are reluctant to pick up the telephone sell or cold call to make appointments with people they don't know well.

And many sales managers hope that their sales people are building new relationships but never set in place a Cold Calling process.



Bring Sales Training to Life DURING the Workshop and get an Immediate ROI.

KONA's Power Hour Training Program gets results as it holds your people accountable. No hiding!

We will show your team through how to:

- Prepare for a Power Hour.
- Understand what they need to say.
- Overcome objections and gatekeepers.
- Gain commitment.
- Manage their energy and rejection.

Then actually have them on the telephones calling real life prospects!

Note: this program is about results and appointments, NOT theory.

Your team WILL be on the telephone and they WILL MAKE APPOINTMENTS AND/OR SALES.

If you need your Sales team to make more appointments, meet with more customers and make more sales

Contact KONA today on 1300 611 288 or Glenn@KONA.com.au

KONA's SALES MANAGERS TRAINING and COACHING PROGRAMS are designed for current and newly promoted Sales Managers who need to move beyond being a "good sales person" and become a professional and effective Sales Manager, who can plan, assess, recruit, coach, communicate, present, motivate and inspire their sales people.

These programs are customised for your managers if they are:

- Below target or inconsistent performers.
- Too Administrative and need to become better Coaches.
- Good Technical Managers and need to be better People Managers.
- Silo Managers who need to step up to become a Leader in the Business.
- Newly Promoted and have not had any formal Management Coaching, including People Management, Business Management and Pipeline, Budgeting and Forecasting.
- Don't know where their sales team's future business is going to come from.
- Their presentations are dull and uninspiring.



If you are serious about increasing your results contact the KONA Group today on

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