



Facilitation Consulting Coaching

Quantum Sales Induction

Will your new recruit be just another new sales guy who takes a long time to get up to speed?

Or

Will your new recruit be someone who has the best possible chance to be successful for your business, your clients business and him/her self from day one?

It is common for a new sales person to take several months to 'get up to speed'.

A significant cause of this is that the induction period consists of little more than some product training, and a 'tour around' existing clients with someone who knows the patch. The new recruit meets some people, learns a little about what's in the product basket, who uses the products, and maybe in worst cases learns some bad habits along the way.

The result is that new sales people are often poorly prepared to have a meaningful conversation with clients and develop new business. They appear just like every other new guy on the block who doesn't know much.

As well as understanding their own business, sales people need to understand their clients business, why they are clients, and what sort of problems or issues they have that causes them to buy. With the correct platform and preparation, then they will be of value and winning from day one.

In the medical profession, about 30% of training is on the human body (the product knowledge), and the possible treatments (solutions). The rest of the training is on diagnosing conditions. Doctors don't prescribe until they know what the problem is.

Our aim is for the sales profession to take the same lead, and focus the education on the customer and why they do business with us (the conditions), as much as the product knowledge.

The Quantum Sales Induction process combines a client centric learning program with assessment and feedback to provide a foundation of success for the sales professional.

The program typically spans over a 4-6 week period, after which new recruits are expected to be able to:

- Assimilate and then present information about the company and its capabilities to a prospective customer.
- Present a market and customer profile to demonstrate an understanding of the business of their customers, and why they do business with your company.
- Be able to access the resources of the industry, and understand the industry language.
- Understand and be able to use the internal sales process, procedures and systems
- Develop and present a personal sales plan
- Be knowledgeable of the range of products or services and how that product or service solves clients' issues and problems or is of value to clients.
- To articulate 'what they do', in a professional way, communicating the competitive advantage of the company.

Benefits to the new recruit:

- Increased confidence from the start
- Better equipped to establish trust, credibility and respect with clients
- They do not appear like most 'new kids on the block'
- Effective and productive sooner.
- They know what they are going to do and what is expected of them
- Better able to qualify opportunities early
- Good habits are learned from day one
- Will help foster a professional sales culture

The Program

A highly qualified and experienced coach will work with the new sales recruit during the program. There will be at least 2 face to face sessions with the coach, and telephone/email support as required throughout the program.

The program comprises seven key stages which generate the outcomes listed above. It begins with an introductory meeting to gauge the sales persons existing industry experience, and client industry knowledge so that the program can be tailored to specific needs.

After each stage there is a check that the sales person has fully understood the stage, and is competent in delivery. This will regularly require short 5-20 minute presentations to senior managers of the business.

Feedback and assessment is an important part of the program, and forms a key part of the presentation sessions.