

TARGET SELLING INSIGHTS

Is your sales organization performing consistently?

Do you know where your strengths and gaps exist among individual sellers and across your full sales team?

Do you know who naturally excels in New Business Development or Account Management functions?

If you answered “No” to any of the above...
TARGET Selling Insights may be right for you!

With TARGET Selling insights, you can:

- Ensure you have the **right people in the right sales roles**
- **Objectively view and understand your individual seller’s strengths and opportunities for growth** around the selling process
- **Objectively view and understand your Sales Team’s strengths and opportunities for growth** around the selling process
- Create **focused and relevant development plans and training** for individual sellers and your team

Your Sales Personnel Are In Control of Your Company’s Success

There’s a big difference between selling and taking an order.

Creating relationships and nurturing them over time create customers for life.



Achieve these results by answering these questions:

- Do they know how to sell?
- How thoroughly do they understand the process of selling?
- Do they have characteristics of top performers?

Target Selling Insights answers and addresses these questions, while providing valuable feedback as the person reviews their results. This hands-on report not only assesses, it clearly identifies areas of weakness so a person can improve one area at a time.

Vantage® offers a solution that gives leaders a clear framework to better understand what gaps exist across your sales organization, how to prioritize them, identify next steps, and develop the needed skills to grow their team.

Focused Training

Knowing the strengths and weaknesses of your team members will help you craft very focused training on the areas that need improvement for specific salespeople.

Target the Six Categories of Sales Strategy

T - Target - Identifying the prospects

A - Adapt - Create an initial rapport with the prospect during the first face-to-face encounter

R - Research - Detailed questioning to uncover prospect's needs

G - Guide - Presentation of salesperson's offerings in a professional manner

E - Explain - Building value and creating trust in the salesperson and customer's company

T - Transition - Asking for the sale, dealing with objections, and handling negotiation

How Target Selling Insights Can Benefit You

Categories	Team Avg.	A. Buhr	J. Doe	D. Frowein	J. Kipke	A. Mehl	T. Sales	A. Teater	V. Witzleben	Top Performers
Target	46	43	29	57	57	71	43	43	29	46
Adapt	55	71	71	71	57	71	0	29	71	54
Research	50	57	29	57	43	57	57	57	43	45
Guide	54	57	57	57	57	57	14	29	100	60
Explain	45	71	29	71	43	43	14	29	57	65
Transition	25	43	57	0	29	57	0	14	0	66
General	52	50	50	100	50	83	17	17	50	53
Total	47	56	46	59	48	63	21	31	50	56

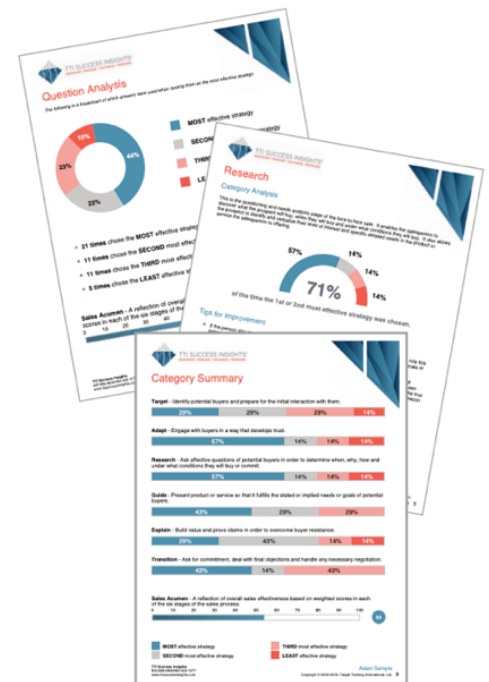
Breaks sales process down into specific steps needed for improvement

Identifies strengths and weaknesses of each team member

Allows managers/trainers to focus on specific areas for training and coaching

Builds confidence in the sales team to produce results

Provides helpful learning and development opportunities in each specific part of the sales cycle.



Contact The Vantage Group today for additional information on how to level up your sales team, create high performance, and experience results!

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Equipping Leaders. Unlocking Outcomes.