

## Sample Deliverables - Sales Development With Prospecting and Marketing Chapter

| DELIVERABLE                          | DETAILS   |                                 |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
|--------------------------------------|---|---------------------------------|----------------------------|-------------------------|---------------------------|--------------------------------|-------------------------|------------------------------|---|-----------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------|---------------------------|----------------------|--------------------|--|--|
| 8-11 Development Sessions            | The group of participants will meet weekly for 8-11 weeks. Each session will be approximately 2-3 hours in length. This process enables participants to “develop” since they will have application and practice time between sessions. Each session will end with specific goals to be accomplished by the next session.  |                                 |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| 3 Follow-Up Sessions                 | The group will meet quarterly for the 3 quarters following the last session. Participants will present progress reports on their individual and organizational goals. When needed, additional content may also be part of these sessions.   |                                 |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Audio CD Series                      | <p>12 chapters of program content in audio form enables the participant to have multiple exposures to the content between sessions allowing the sessions to be hands-on and application oriented. 5 exposures during the week between sessions results in content retention in excess of 60%.</p> <p>Content includes:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Success in Sales</td> <td style="width: 33%;">The Buying/Selling Process</td> <td style="width: 33%;">Attitude Drives Success</td> </tr> <tr> <td>Prospecting and Marketing</td> <td>A Process for Goal Achievement</td> <td>Communication Skills</td> </tr> <tr> <td>The Introduction</td> <td>Gaining Favorable Attention</td> <td>Discovering Wants and Needs</td> </tr> <tr> <td>Presenting Benefits and Consequences</td> <td>Getting Commitment and Follow Up</td> <td>Overcoming Obstacles and Stalls</td> </tr> </table> | Success in Sales                | The Buying/Selling Process | Attitude Drives Success | Prospecting and Marketing | A Process for Goal Achievement | Communication Skills    | The Introduction             | Gaining Favorable Attention               | Discovering Wants and Needs | Presenting Benefits and Consequences | Getting Commitment and Follow Up | Overcoming Obstacles and Stalls |                 |                           |                      |                    |  |  |
| Success in Sales                     | The Buying/Selling Process  | Attitude Drives Success         |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Prospecting and Marketing            | A Process for Goal Achievement  | Communication Skills            |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| The Introduction                     | Gaining Favorable Attention   | Discovering Wants and Needs     |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Presenting Benefits and Consequences | Getting Commitment and Follow Up  | Overcoming Obstacles and Stalls |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Text                                 | Exact same content as audio series with assessments at the end of each chapter for reinforcement of content. The text also serves as a reference guide.   |                                 |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Action Plan                          | <p>Self and Organizational Evaluation Sections include:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Dream Inventory</td> <td style="width: 33%;">Mental Development</td> <td style="width: 33%;">Social Development</td> </tr> <tr> <td>Physical Development</td> <td>Financial/Career Development</td> <td>Family Life Development</td> </tr> <tr> <td>Ethics &amp; Beliefs Development</td> <td>Setting Goals and Establishing Priorities</td> <td>Goal Planning Sheets</td> </tr> <tr> <td>Organizational Goals Program</td> <td>Productivity</td> <td>Sales Skills</td> </tr> <tr> <td>Time Management</td> <td>Building A Marketing Plan</td> <td>Goals Summary Sheets</td> </tr> <tr> <td>Goals Accomplished</td> <td></td> <td></td> </tr> </table>  | Dream Inventory                 | Mental Development         | Social Development      | Physical Development      | Financial/Career Development   | Family Life Development | Ethics & Beliefs Development | Setting Goals and Establishing Priorities | Goal Planning Sheets        | Organizational Goals Program         | Productivity                     | Sales Skills                    | Time Management | Building A Marketing Plan | Goals Summary Sheets | Goals Accomplished |  |  |
| Dream Inventory                      | Mental Development  | Social Development              |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Physical Development                 | Financial/Career Development  | Family Life Development         |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Ethics & Beliefs Development         | Setting Goals and Establishing Priorities   | Goal Planning Sheets            |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Organizational Goals Program         | Productivity  | Sales Skills                    |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Time Management                      | Building A Marketing Plan   | Goals Summary Sheets            |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Goals Accomplished                   |   |                                 |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |
| Phone/Email Consultation             | Unlimited phone/email consultations with facilitator during the entire process.   |                                 |                            |                         |                           |                                |                         |                              |   |                             |                                      |                                  |                                 |                 |                           |                      |                    |  |  |

## Sample Deliverables - Sales Development (cont.)

| DELIVERABLE                              | DETAILS   |
|--|---|
| Concept Application Through Goal Setting | The group will focus on the implementation of key concepts as they apply to each participant, by developing written goals with measurable action steps.         |
| Critical Issues                          | Each participant will identify 3 critical issues within the organization and develop comprehensive action steps for each issue.                                 |
| Productivity Assessment                  | The group will analyze current productivity followed by measurable goal setting.  |
| Self-Concept Profile                     | Each participant will analyze current confidence and comfort levels with self, and create steps to be taken if improvement is desired.                          |
| Personal Vision                          | Each participant will develop a vivid mental picture of his/her future direction..  |
| Sales Skills Assessment                  | Each participant will analyze his/her current sales skills with specific attention on areas where improvement is needed. One on one coaching will be available. |
| Time Management Analysis                 | Each participant will analyze his/her personal time management ability followed by goal setting where improvement is needed.                                    |
| Marketing Plan                           | Each participant will create a marketing plan.  |
| Communication Assessment                 | The group will discuss the current communication “state” and its impact on others.  |
| Measurable Results                       | The process is customized and tailored to achieve the measurable outcomes set by each specific client.  |