



SALES OPTIMIZATION PROGRAM: SALES TRAINING

The Kaiser Companies Sales Optimization Program utilizes seven steps to thoroughly review, analyze and identify all opportunities that can be changed or improved to provide maximum results. The seven steps are part of our Strategy Analysis, Validation and Evaluation (SAVE) methodology to gather information, make recommendations and implement solutions.

Sales Training is a critical component of the Sales Optimization Program. Every Kaiser Companies' training program is created onsite and delivered personally by an experienced Kaiser Companies partner. Before the training program is developed, we conduct a thorough needs analysis of team members and evaluate the client's current sales methodologies and processes. We concentrate on matching the "best" sales process to the buying process, ensuring the program is "fit" to the organization to produce optimal results.

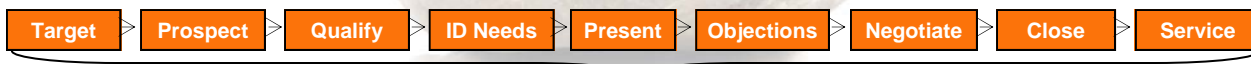
We accelerate performance. Actions speak louder than words. Sales organizations that focus equally on qualitative and quantitative measurements of the sales team help drive the behaviors that exceed quotas and goals. Kaiser's training emphasizes behaviors and activities. We teach sales teams how to achieve expected performance metrics while utilizing quality selling techniques that open doors and gain new business. We provide quality results-driven sales training to realize success.

The steps involved in the Sales Training phase of the Sales Optimization Program include:

- Assessment of required skills for successful selling
- Techniques that work for opportunity identification, qualifying, value propositions and closing
- Sales cycle definitions
- Team and role clarification to maximize performance
- Creation of customized sales training programs
- Delivery of programs and train-the-trainer, when appropriate
- Performance standards and accountability measures to assess impact

There are many sales training methodologies and practices utilized by leading sales forces worldwide. Our experience has proven that standardized and CRM related sales processes need to be tailored. Kaiser creates customized sales training programs for every client based on decades of experience in building world-class organizations. We are not limited to one method or defined training process. We blend proven elements of classic methods with real world experiences of your organization to create a suite of training modules that generates sales.

Our sales training programs focus on the entire sales process from identification to close. We teach the sales team to effectively listen, qualify, create value propositions based on needs, negotiate to win and most importantly—CLOSE the deal. Clients that have used Kaiser Companies to define customized sales training programs have realized multiple benefits from shortened sales cycles, increases in average sales size and improved account penetration.



Kaiser Companies Provides Training for the Entire Sales Process

Our breadth of experience enables us to create programs for the multiple roles within a sales organization: inside telesales, field sales and account management. Based on our client's offering, we will define the best methods from solution selling, complex selling to value-based selling. Every technique is tailored to the client to accelerate performance.

For more information about the Kaiser Companies Sales Optimization Program, contact us directly at 602.792.6100 or email us at partners@kaisercompanies.com.