



# SALES TRAINING COLLABORATIVE PROGRAM GROWTH & STRATEGY

## LEARN THE SALES REVOLUTION THAT WILL TRANSFORM THE WAY YOUR COMPANY WINS BUSINESS

The **New Hampshire MEP Sales Training Collaborative** is a 2.5 day course designed to equip companies with the tools, tactics and plans needed for the next level of sales and revenue. It is **ideal for manufacturers looking to accelerate sales growth** - designed to develop new markets and a sales strategy to penetrate them or to gain more share in the markets you are in.



- » Collaborative consists of 4 to 6 companies interested in learning how to maximize their dollars on sales tactics.
- » Two opportunities for senior management from each company to meet and share best practices and provide discussion on areas of concern.
- » Led by an experienced sales facilitator, sessions include a training session to provide leaders with the tools and tactics they need to manage the implementation at their respective companies.

### 01 // SALES STRATEGY

#### ASSESS YOUR SALES STRUCTURE & LEARN OPTIONS TO ENHANCE

**8 Hour Host Session:** 2 Senior Leaders from each company

**Topic:** How are you setting up your sales organization for success? Distributors, resellers, and direct sales representatives must be proficient with lead generation, qualifying and closing. This one-day training will cover all three including:

- What to track to know how efficient your sales teams are in each area and what to do to improve.
- Ensure business owners, sales managers and representatives are getting meetings with decision makers in their target markets
- Learn a sales process that will minimize wasted time with people who do not buy or buy from competitors
- Consistently improve close rate, sales volume, and reduce the sales cycle.

### 02 // COMPANY INPUT

#### SPECIFIC INPUT, SALES PROCESS & TRACKING SYSTEM IMPLEMENTATION

**8 Hour On-site Session:** 4-6 employees, hosted at each company

**Topic:** Day 2 of this series will focus on the following:

- Integrating the skills learned on day one into your prospecting and sales systems at each of the collaborative member companies.
- Applying the skills in your specific target markets, refining your sales process and learning how to put them into practice.
- Applying the skills in situations specific to each company's individual sales environment.
- How to develop and implement a customized sales strategy that will identify opportunities to manage the expected sales growth.

### 03 // SALES DEBRIEF SESSION

#### SALES ROUND TABLE TO SHARE LEARNING POINTS

**4 Hour Host Session:** 2 Senior Leaders from each company

**Topic:** An opportunity for the group or team to sit down to discuss the training, share opinions, strategies, tactics, creation, maintenance and outcomes.

The learning experience will be shared through a presentation by each company detailing their success and obstacles they needed to overcome with discussion on next steps.



#### Schedule Today

To book, contact Jill Duddy at [jilliand@nhmep.org](mailto:jilliand@nhmep.org)