# Sales Effectiveness

| VALUE PROVIDED BY Sales Effectiveness Training: | Sales Effectiveness Training by BEMA U leverages the fervor, knowledge and experience of sales professionals to create a new relationship dynamic with customers that thrives through powerful communication techniques. The impact of this training opens up the possibility for greater business breakthroughs – beginning with a thoughtful and engaged sales team. |
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## Qualification Questions

- Are a large portion of your company's sales driven by customer demand vs. salesperson communication?
- Is your sales team engaging your customers on levels that go beyond your company's offerings?
- Do you feel that your sales team has a connection with clients that could be stronger?
- Do you feel that your sales team is aware of new and engaging ways to approach their sales goals, but no strategic plan to enact them?
- Does your sales team work proactively to leverage the experience / insight of key teams within your organization?

## Proof Statement

62% of consumers stop doing business with companies due to poor customer service (relationships).

| Problem | Impact |
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| Communication with customers is poor. | • Low engagement leads to longer sales cycles, frustration and weak customer relationships.<br>• Customers don't feel as though their needs are being met because they aren't being heard (activated based on wants and needs).<br>• Loss of market share to competition. |
| No plan / process to manage the evolution of the marketplace / industry. | • Sales teams are not motivated to engage the customers around core changes in the industry.<br>• Innovation is stifled.<br>• Company appears to be archaic / not current.<br>• Customers rely on competitors for insight and business evolution. |
| The accessibility and transfer of knowledge is limited. | • The nature of sales creates a competitive environment, weakening overall production as high-value sales professionals are unwilling / not incentivized to share key insights and knowledge.<br>• Customers don't feel like they're getting the best of what you have to offer.<br>• Loss of high-value talent does not include the transition of key client information – forcing customers to feel like they have to "start over" with your company. |
| Poor communication between internal and external sales teams. | • Sales teams are not effectively engaging / communicating with machinists, product designers, installers, etc. – leading to potentially sub-optimal solution design.<br>• Sales teams are not fully communicating client needs to inside sales team members – creating friction in several processes related to product use / installation after the contract has been signed.<br>• Customers are frustrated by a demonstration of poor workability inside your organization – and are less likely to work with you in the future. |

| Role | Pain | Key Selling Point |
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| VP of Sales; Sales Director CEO | • Inability to access key client information that helps with product innovation.<br>• Little awareness surrounding the customer relationship beyond the core sales need.<br>• I don't feel like my sales team is motivated.<br>• My sales team isn't effectively collaborating with other internal teams.<br>• I don't feel like my sales team is marching toward the same goal.<br>• The loss of key salespeople due to retirement or employee turnover is costing me valuable information and client relationships.<br>• I'm having a difficult time increasing sales with my existing clients. | • Sales Effectiveness Training works to engage sales professionals in strategies to open up insightful, opportunity-rich conversations with both existing and potential customers.<br>• Sales Effectiveness Training works on people development and self-awareness discovery, helping them adapt their approach to suit the customer that's standing in front of them on any given day.<br>• By accessing a deeper understanding of their core personality and leadership traits, people on your sales team will develop their personal sales style to help them succeed at higher levels.<br>• Sales professionals will learn to identify where their strengths can help them, and where their weaknesses can hurt them (and pivot), inside each and every sales conversation.<br>• Sales professionals are encouraged to be more active in their listening vs. their speaking (selling) – ensuring that the full scope of opportunity made available by customers is clearly heard (to be communicated internally for growth later). |

| Common Objections | Answer/Rebuttal |
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| Given that BEMA is not a sales organization, I'm not confident that you can teach my salespeople effectively. | • BEMA U has over 100 years of experience supporting companies that rely on a strong salesforce in order to thrive. Sales Effectiveness Training brings that experience front and center to create a dynamic and engaging learning environment that puts the unique characteristics of each salesperson front-and-center, allowing those characteristics to exist as the driving force that leads to future sales success. |