

SALES STRATEGY INDEX™



Tested, Validated, Reliable

YOUR BUSINESS IS IN THE HANDS OF YOUR SALES PERSONNEL

Can they sell?

Do they understand the sales process?

Are they treating each sales situation the way top sales people do?

The Sales Strategy Index will answer all those questions and more.

- Sales Strategy Index helps to ensure that your sales personnel will handle each sales opportunity correctly.
- Especially designed for outside sales.

YOU CAN TAILOR YOUR TRAINING

Coaching and managing can be tailored to the different needs of each sales person after your sales force has completed the Sales Strategy Index training. It can be used

for both pre and post measurement, complementing all other sales training material.

THE SALES STRATEGY INDEX COVERS SEVEN DIFFERENT STEPS IN THE SALES PROCESS

- Prospecting
- First Impressions
- Qualifying
- Demonstration
- Influence
- Close
- General

Each situation was developed and validated by sales professionals to reflect real sales strategies used by today's sales force.

BENEFITS

- Simplifies sales training
- Allows managing and coaching to be focused on

the areas that produce results

- Builds confidence
- Identifies the sales strategy knowledge areas that are needed to sell a specific product/service in a given market
- Identifies new sales applicant's strengths and weaknesses
- Identifies specific training or management needs for a sales person or sales force

SYSTEMS REQUIREMENTS

- IBM PC or Compatible
- DOS 3.0 or above
- 550 Memory
- 1 MB disk space

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