

Salecology[®]

Getting Sh!t Done

Professional Sales Development

Welcome

There is a lot more pressure on sales people than it might seem. On the face of it, all they need to do is talk to the customers and sell them the products or service, but that is only a small fraction of their busy day to day lives. Balancing calls, writing proposals, presenting solutions, product demo's is a time management challenge, but on top of that there are back office tasks such as maintaining the CRM, team meetings, manager meetings, liaising with product development and marketing teams are also a regular occurrence. Bolt on to that keeping their own product knowledge up to scratch and their awareness of industry development and what is happening at their customers the list continues to grow.

So how does a busy sales professional Get Sh!t Done when they have all these tasks, especially since each one is priority. The answer isn't simply a time management course, the answer is to understand the Psychology of each sales person, get things off their mind and implement strategies that play to their personal strengths, free's them up to be creative and apply appropriate engagement in the right areas at the right time.



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Introduction


What is the programme?

This programme is designed to formulate a strategy that will balance your world and enable you to succeed in all aspects of life, not just work. The strategies that work best for you, might not be for everyone, but this programme is about building a system that will work best for your style, your personality and how you “Get Sh!t Done”.

The programme is divided into 4 cores elements:

- **How do I get focused** - what is your personality like, what turns you on and off, what gets prioritised, what gets put off. When are you most motivated, when is your customer most receptive, who can you delegate to?
- **Get out of my head** - how to get all those need to do lists, that clog up your mind, out of your head and make them actionable
- **Get ahead of schedule** - how to define a schedule and programme of events for your day, week, and month quarter, to what does a good day, week, month look like, based on your personality and style, and how do you optimise your day.
- **My Productivity Hacks** - what are those hints and tips that will make your day so much more productive, and ensure you are utilising all the resources available to you.





Energy flows
where
attention
goes

How do I get focused

To get things done you must understand how your mind decides what to focus on and what to put off. This part of the programme helps you understand the best way to harness your energy, at the right time, to ensure you are in the best frame of mind to Get it Done.

One of the secrets to unlocking your productivity is to understand that every person has things they are drawn towards and things that they are pushed away from. On this programme you will complete your own Salecology Profile which will highlight your motivators and detractors when it comes to sales activities. You will explore how your motivational level will vary throughout the day, why some activities come easier than others and how you go about your sales.

What is important to learn, is that there is no right or wrong way, there is your way. By understanding your style and approach, whether you are the person who operates with consistently high burst of activity, or a sales person who maps things out step by step, this part of the programme looks at how and when your mind is in its most receptive for the various tasks you need to complete.

This opening part of the programme acts as the core unit to the rest of the programme.

Key Learning

- ✓ What is your sales activity preference
- ✓ Where does your motivation come from
- ✓ What is your sales style
- ✓ You on a good day
- ✓ Potential pitfalls



Key Learning

- ✓ Adopt the Salecology Weekly Sales Planner
- ✓ How to colour code activities
- ✓ How to streamline activities
- ✓ Time for a reflection on where is the most productivity
- ✓ Benefitting from reverse scheduling and planning

Get ahead of schedule

Your energy and focus is not the same during every hour of every day. For that reason it is important to understand what happens in your psyche, physiology and brain during the working day to harnesses your best energies at the right time, on the right activities to get the maximum results.

Utilising The Salecology Weekly Sales Planner, this part of the programme shows you how to create a schedule that enables you to maximise your day, focus on your customers and get the job done. You will learn how to design and organise your agenda in the most streamlined way that suits your style.

Your planner will be organised with reminders and information, in appropriate categories, based on how and when you need to access them. The schedule also includes time to reflect on your commitments to ensure you're always aware of the most productive options. It enables you to engage, minute-to-minute, by following your informed intuition about what is the best thing to be doing, right now.

Key Learning

- ✓ How to sift, sort and clear your inbox
- ✓ The two minute rule
- ✓ How to set expectations upfront
- ✓ How to shorten sales meetings and sales cycles
- ✓ How to recruit a support network
- ✓ The Top 10 Sales Productivity Hacks

My productivity hacks

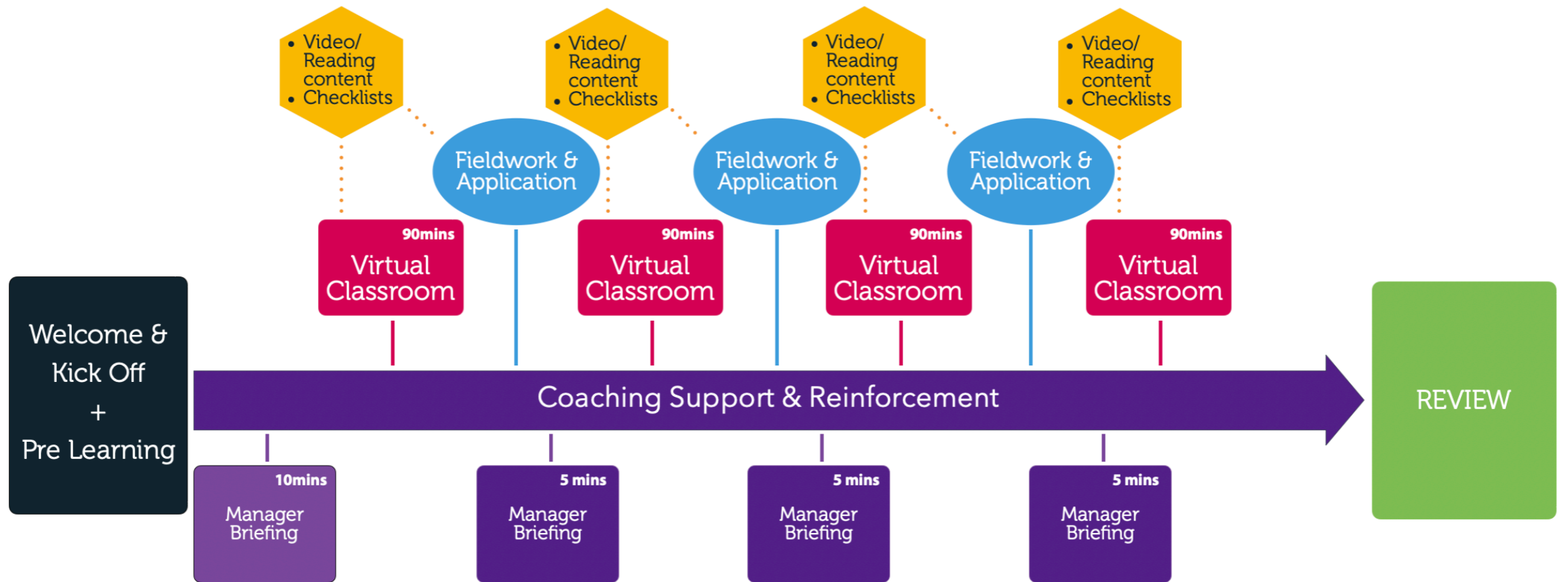
The best sales people in the world have a knack of harnessing resources, delegating tasks and spotting hacks that enables them to get more done in less time.

This part fo the programme provides a great finale where you will learn your own productivity hacks that will somehow make more time in your world. Elements include how to:

- deal with the barrage of emails in your inbox creating a simple filing system that puts you in control,
- speed up sales calls and meetings,
- reduce the sales cycle time,
- delegate tasks and responsibilities to your colleagues and customers.

In addition you will learn how to leverage psychology to get better focus on the administrative part of the role, and get those proposals done better, smarter and faster.





Learner Journey

The learner journey ensures that each delegate not only learn the skills and methodologies for each part of the sales process, but more importantly **they are successfully applied in the real world.**

People learn best when they are in control of their own learning; therefore, we provide a combination of learning materials and modules which are made up of elements of both self-paced and interactive classroom-based learning. This way, people can plough through the content or take their time - depending on their workload, availability and learning style. Each Virtual Session is made up of three core aspects:

1: Formal Learning / Education

Formal learning is used to educate the learner on the given topic, providing tools and knowledge to assist in their learning and reduce downtime or classroom time where appropriate. This formal learning is often delivered outside of the classroom via **reading/reference material, online modules and / or videos.**

2: Experiential and Application

Each virtual classroom session is focused on bringing the content to life through RealPlay and utilising the delegates actual accounts. Following the session, the tools utilised in the workshops, such as a relationship dashboard, will be added to deal reviews, opportunity plans and 121 coaching sessions with their manager.

3: Additional Learning

Some learners want more. For each session, we provide additional material and pointers of where they can gain further knowledge on the topic. This may include websites, books, blogs, groups and associations.

4: Manager Briefing

To ensure that the delegates receive as much support as possible their manager is provided with a briefing(video email) before each session to ensure they know what their colleague is learning this week and how they need to apply their learning following the workshop. This allows the manager to support, coach and reinforce the learning.

Digital & Social Learning

A key element of the rollout of the GSD programme is to ensure that learning can happen on demand as well as through a programme of events.

Digital Version of the GSD Sessions.

Where possible we will record each session and make a digital copy available for people to watch online. These will be edited and combined with distance learning material to allow the teams an opportunity to do the workshop or session remotely, part of an induction, or used as a refresher. Some of the exercises and Real Plays conducted in the live workshops will be redeveloped to be practised by the student, which they can then self-evaluate.



Downloadable Course Material.

Course material, handouts and memory aids will be created and made available online for the sales teams to download and review. Having prior access to the workbook enables the pre-reading to take place, familiarisation with the course content, or saves embarrassment for those who lost their copy. A hardcopy can be produced for classroom sessions and workshop. A digital copy can also be posted to those who want to complete the programme online.

Learning Zone My Organization Chart Calls & Analysis Skill Pills News & Blog

Home Learning Zone Opportunity Creation Why Change

Videos: Why Change

If you can't answer the **Why Change**, then neither can the customer

ibp 01:14

Course Materials

- Fieldwork book.pdf
- Pre-reading.pdf

Tools

- Pain & Gain Analysis Sheet IBP Template.pdf
- Questioning Analysis Sheet template.pdf
- Meeting_Plan_Template.pdf

Why Change Why Now Why Us Initial Positioning Statements

Memory Aids

It is not unusual for delegates to ask for a copy of the slideshow, either to act as a refresher or to save them taking notes in the workshop. For those learners who like to have a print out of the various tools to use as a memory aid, we will produce "one pager" memory aids which can be downloaded and printed with a reminder of the particular skill or technique. These work well for sales managers and sales coaches to also carry with them when conducting a coaching or feedback sessions to reinforce a specific behaviour or sales approach.

Skill Pills

A skill pill is a short video that introduces or refreshes the learner on a particular skill or behaviour. These pills are usually three to five minutes long and are designed to enable the learner to remind themselves or quickly garner how to do something. A Skill Pill will be produced for various techniques taught across the GSD session. These are also very useful for managers to guide their colleagues to if they need a short refresher.

SOLUTION HEARTBEAT

The solution heartbeat is used to demonstrate to the customer the value and benefit of each item the sales person is recommending. It is designed to put the customer into a buying mindset by removing complexity of buying decision.

The stages of the Solution Heartbeat

- Item 1** - The sales person starts with a statement "You said, you need..."
- Downside of Alternative** - The sales person creates the downside of the alternative exploration section.
- Feature** - The sales person features the heartbeat and the feature.
- Benefit Statement** - The sales person does for the customer what they need as much as possible.
- Gain Buy-In** - The sales person checks the customer's understanding by checking the customer's understanding "Can you see how..."
- Repeat for Other Items** - The sales person repeats the process for other items to gain commitment as they go.

SOLUTION HEARTBEAT

Item 1 — Feature — Downside of Alternative — Benefit Statement — Gain buy-in — Item 2

Demonstrate

Salecology

Fieldwork & Application of Learning

The fieldwork is an essential aspect of the delivery. It will enable the delegate to absorb, trial, test, watch and learn the new behaviours. Latest research has shown that if a learner can not apply, relate or test their learning within 48 hours of the point of learning, they will lose it.

The fieldwork will check their learning, reinforce the models and request them to apply it. The fieldwork is primarily focused on bringing the knowledge to life. After each classroom session, the delegate will be given relevant fieldwork to complete before attending the next session. This keeps the learning fresh in their minds and forces them to apply it to their sales situations. The Sales Manager will be included in this learning, as they may have to support, coach or provide additional information. This fieldwork can be submitted for feedback and may form part of the programme.

Developing the Impact & Building Value

You learn during the workshop that great product knowledge will be successful to sales. If you don't understand the features, Advantages and Benefits of your products then you will struggle to answer problems and needs that you can solve.

During this fieldwork you are going to spend more time on your product knowledge, developing your ability to answer the problems that our products can solve. This enables you to ask more relevant questions and drive your success. To recap on the difference between features, Advantages and Benefits refer back to your Module 3 Workbook on page 70.

The Pain and Gain analysis sheet is a simple tool that will aid you in building your questions and research. It is useful in preparing for a sales meeting or creating a databank of typical problems and solutions that a customer may have. It is important that you tailor your questions to monitor with the customer's interest. Consider their job title or position in the firm and ensure your questions will be relevant to them.

It would be useful to spend time with Product Development, Marketing, Product Champions or the editorial team as they will be able to provide valuable insight to build your questions around.

Pain and Gain Analysis 1

Customer: Product or service:

Feature:

Problems Our product or feature can solve	Negative Impact From the problems	Needs Advantage of the product feature	Positive Impact (stock on effects from the feature)
I don't have time to create social media content	Time pressure, market is not aware of the strong messages we have	I need a time saving way to have compelling social content ready to send out to the market	Save time, and have good content ready to go
our social media content is not engaging in our customers	our key messages are lost amongst all the other content that is created	I need our social content to be able to stand out in the crowd	This will put our messages in front of our competitors

Pain **Gain**

Learning Zone My Organization Chart Calls & Analysis **Skill Pills** News & Blog

Welcome to the Skill Pills.

Each week, IBP bring you a hot tip on how to challenge yourself and step up your sales strategy and approach to maximise your performance.

Use a current event for your IPS

In this Skill Pill Sidney Leung shares his top tip for using a current news event or information recently announced about the company in his IPS to start building trust and rapport with his client.

Listen to the Answers

In this Skill Pill, Frederic Blanc, who sells into Europe and the Middle East, shares his top tip for maximising your time with the customer. He feels that sales people spend too much time asking rhetorical questions and often fail to listen to the answers to the questions they ask.

Skill Pill Videos

- Use a current event for your IPS [more](#)
- Listen to the Answers [more](#)
- Provide Evidence [more](#)
- Do your homework [more](#)
- Slow Down for Yellow Lights [more](#)

1 2 Next

Additional Learning Material

Each week a blog/video is shared with the audience about sales behaviour in action around the business. This will take different formats which could include a news article or blog post, share a refresher on a given topic or additional content and learning material which is an optional watch / read.

One of the powerful tools is short interviews with sales team members from around the world, to share their top tip on driving sales success. This is at best filmed on a camera phone for authenticity and requires very light editing. A bank of Sales Talk can be stored for people to watch previous editions. This will require support and co-ordination from the Sales Enablement team.

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Why Salecology?

Salecology are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your customers and influencing them to say YES, resulting in more sales.

At Salecology we offer a range of high impact services to help you and your company move from good to great. We have specialist expertise to help enhance and develop your organisation from individual sales improvement solutions to complete sales transformation. Our goal is to drive significant, sustainable impact

that will accelerate your business and deliver top line revenue growth. We have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on the Salecology to keep their sales forces at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest trading periods in history. No organisation can afford to stand still in today's constantly evolving business environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top line growth for your business.

The Science behind Salecology

Neuroscience shows us that when two people are interacting their brains are unconsciously connected...

Unlike any other training in the world, Salecology brings together the latest thinking from the world of Science into the world of Sales.

For example recent findings from Neuroscience has shown that whatever I think or feel about something, that message is transmitted to the person I am communicating with through what is known as the Social Brain.

Bringing this into Datsite- we will assist you to develop highly emotionally intelligent sales leaders and business development managers that will be able to connect and build trust and rapport at an unprecedented level.



We don't teach so much the theory of the actual science, we are not trying to make them Neuroscientists (that's our job), but all of our training and programmes are designed to change the unconscious and conscious mind through the utilisation of the left and right brain. This will help your people to connect with customers on a deeper more meaningful level, building instant trust and rapport.

We help the practitioners change their communication styles to match the customer, help them consider how different customers will think, feel and behave, and coach the practitioner on how to influence the decision and get to a Yes!

To learn more about our science see our brochure.

People **Buy** from People they **Trust!**

Testimonials

"Salecology's ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth."

Hillary Harris

Chief Talent Officer
Reed Business Information

"Working with Salecology was a breath of fresh air. They took time to understand our business and our needs and developed a custom-designed training programme which we rolled out across the business with great success"

Gavin Cummy

Director of Sales Operations & Customer Service
LexisNexis

"Through deploying the Salecology programme, we successfully transformed our core New Business inside sales team by providing them with additional capabilities to engage with their prospects at greater levels. As a result our New Business performance, within this team alone, has increased by 277%."

Steve Nicholson

Group Sales Director
XpertHR

My team loved it and thought it was the best training/ skills improvement session we have ever done and 6 months on I still hear the team strategizing on how to use different skills they learned during that week.

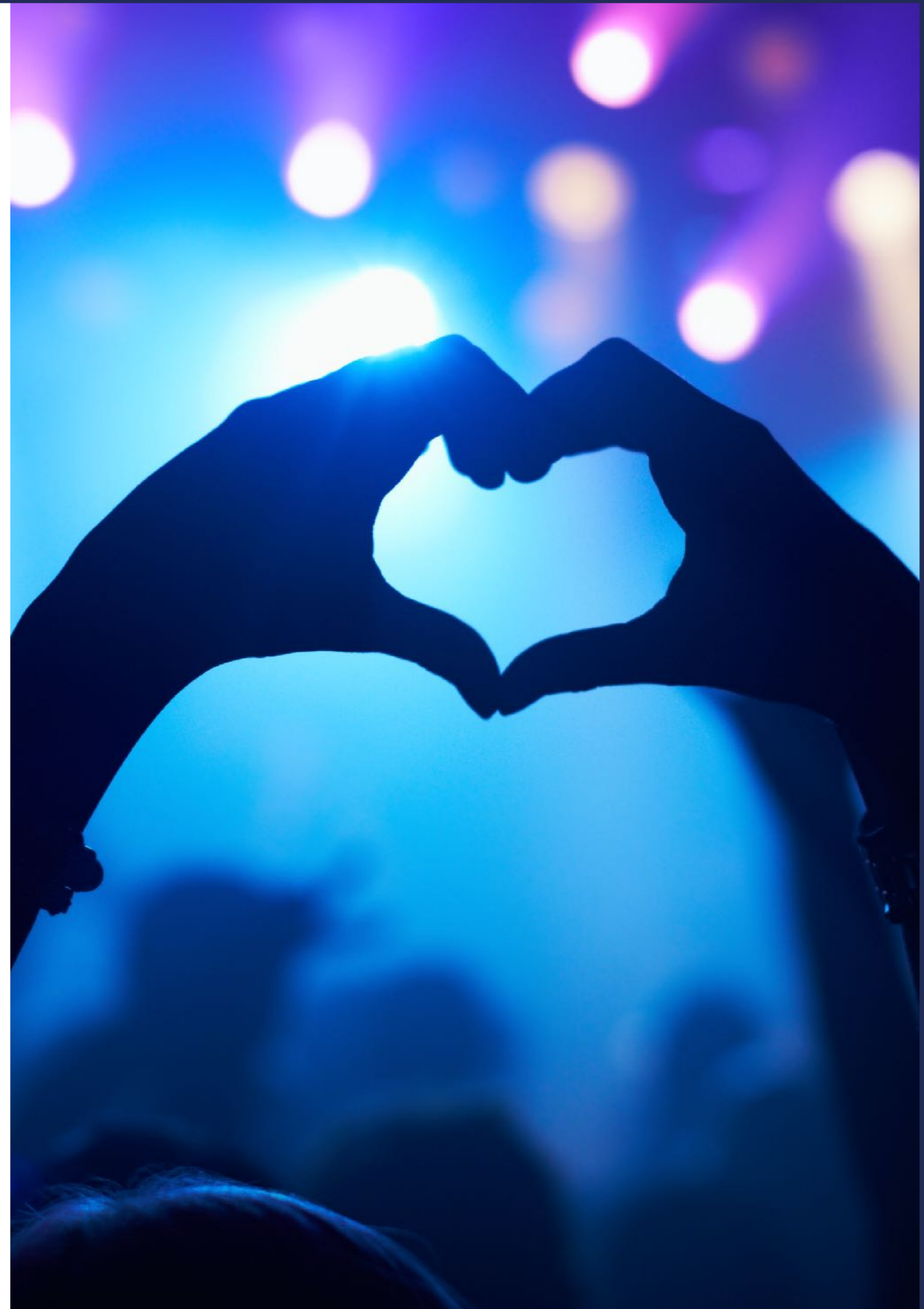
Merlin Piscitelli

Chief Revenue Officer
Merrill Corporation

"Salecology know how to turn good sales people into great sales people... resulting in a deeper understanding of customer needs."

Dan Barnard

Global Vice President of Sales
ICIS



Award Winning



EU Business news

European Enterprise Awards 2020

Winner

Best Sales Coaching and Consultancy Firm

TOP SALES AWARDS

Finalist 2020

Best Sales Assessment Tools



TOP SALES AWARDS



UK ENTERPRISE AWARDS

Finalist

Best Sales Consultancy 2020



PERSONNEL TODAY AWARDS 2020
Celebrating the best in HR

SHORTLISTED

Learning and Development Award

#PTAwards

Salecology®

accelerate your sales today

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