

High-Performance Selling in the New Economy *How A Players Dominate Their Territories in Today's Volatile Markets*

Is your sales and marketing team playing to win... or playing just to not lose?

In the new economy of volatile markets, uncertainty, and seemingly slow growth, many sales professionals are on the defensive. But for those in the know, opportunities abound! Right now is the time to think more strategically, repurpose efforts, and act aggressively—to position your organization and your offerings to dominate your chosen markets.

In this program you'll see the latest research on business-to-business buying behaviors, the long-term trends that are changing the way your customers think, and what sales and marketing professionals can do to take advantage of these opportunities. Tune up your sales and marketing strategies, systems, and tactics and build market share in today's rapidly changing, challenging, and abundant environment.

The New Economy—What Has Changed and Why it's Important

- Uncertainty and Volatility: the New Norm?
- How Complexity and Change Creates Opportunities
- The Changing Roles of Sales and Marketing Professionals
- Dealing with the Trends of Mass Customization
- Leveraging the Planet Shrinkage Trend
- Making Fear and Uncertainty an Ally

Territory Domination Skills

- Creating First-Choice, Last-Look Mindshare—the Prerequisite to Market Share
- Profiling and Ranking Customer Potential
- Managing Customer Relationships with Strategic Positioning
- How to Create Your Territory/Market Dominance Plan
- Three New Customer Targeting Strategies
- Implementing Rapid Account Penetration Techniques
- How to Prioritize and Work Your Growth Accounts
- Investing Time Wisely—Successful Sales Activity Management

Today's Sales and Marketing "A" Player

- 360 Degree Professional Effectiveness
- Service as Expertise (Knowledge) in Action
- High-Performance Sales Pro Competencies
- C2 Selling: Serving the Customer's Customer
- Plans, Forecasts, and Budgets – Three Essential Tools
- Secrets of Marketing Communications in an Ultra-Busy World
- Tuning Up Your Sales Performance with Volume, Velocity, and Value

Format: 4 to 6 contact hours, tailored to your industry and organizational-specific needs and objectives. An abbreviated 1-hour version is available for breakout sessions.

