



The Sales Activator[®]

Results speak louder than words

Turbo Charging Sales Performance

Implementation workshop for sales team leaders

HANDOUTS



Welcome to this one-day workshop, designed to help you turbo charge your team's performance to increase sales results permanently. Have you ever wished that you could clone some of your top performers? Does your team comprise of people who have varying levels of expertise? Would you like the opportunity to maximise the effectiveness of your sales meetings so that each member of your team experiences them as highly rewarding?

You have the power!

The Sales Activator® offers a wealth of learning and development opportunities that will create a sustainable improvement in your team's sales performance. Your commitment to implement these tools is vital which is why today is focused on showing you why The Sales Activator® is so beneficial, and how you can use it in the way that best suits the needs of your team.

BY THE END OF TODAY YOU'LL KNOW:

- The impact of performance on sales results, and the potential barriers that prevent performance development
- More about the resources contained within The Sales Activator® and the rationale behind this methodology
- How to facilitate the board games and practice using the Suggestion cards
- How to position The Sales Activator® so that your team members become 'hooked' on their own development
- How to implement The Sales Activator® so that it becomes embedded into the culture of your team meetings

Can you remember a time, a specific time when you learned something new and exciting, and the very act of learning empowered you to make changes in your life? During this one-day workshop you'll be challenged to think differently about what you're currently doing to develop the potential of your team and learn exciting new ways that can accelerate their progress, capability and ultimately their sales results.

Use these handouts to capture key learning points and jot down your thoughts and observations. Participate fully in the discussions and exercises to ensure you make the most of this learning experience. You may discover, with some delight, just how easy it really is to turbo charge your team's performance by unleashing your own power as an extraordinary coach and mentor.

Enjoy your day!



"We are all capable of greater things than we realise."

Norman Vincent Peale



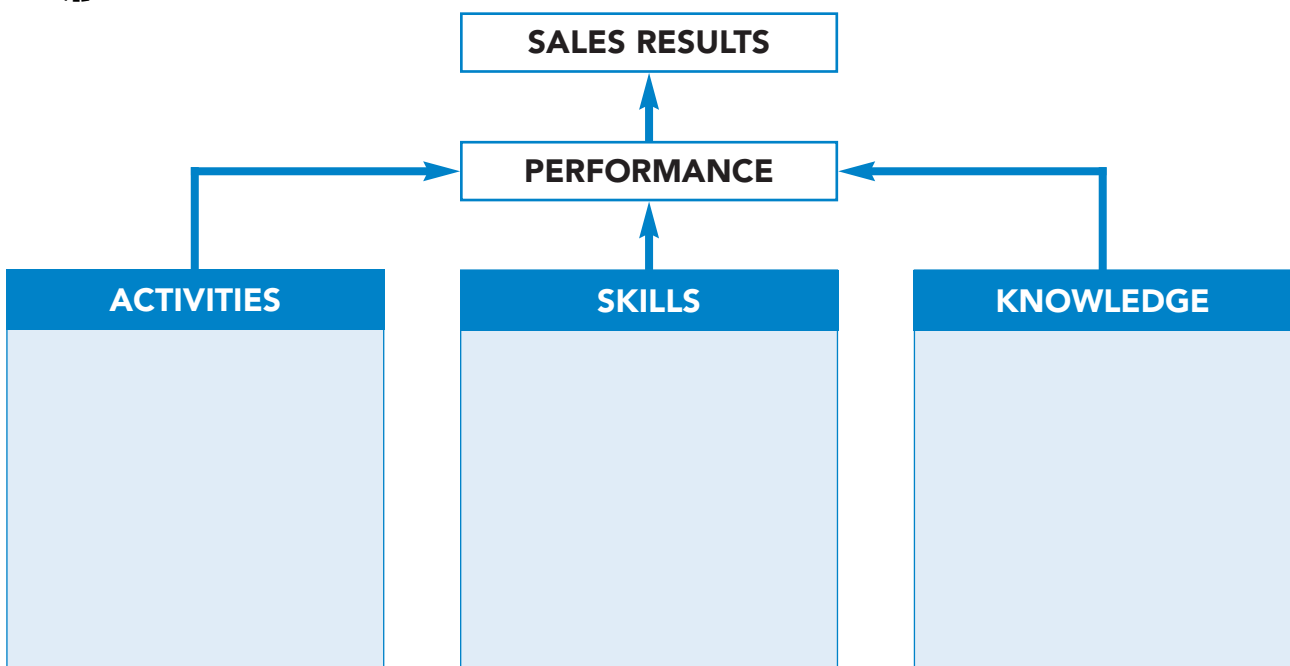
Imagine a team of finely tuned athletes who have been trained to run races and win. Winning is a direct result of their performance which needs continual coaching and development to keep them at their peak.

Focus on performance

In the context of selling, the results your team achieves is the result of their performance. You have the potential to develop their performance so that increased sales and improved productivity becomes a natural and automatic consequence. An individual's performance comprises of 3 main factors: their activities, skills and knowledge.



As a team, discuss and identify examples of different activities, skills and knowledge that create optimum sales performance.



The Sales Activator® provides the resources to help you develop your team's performance, that focus on:

- Activities using The Trynamic Sales Process™
- Skills/knowledge using The Selling Game™ Process

“The ultimate leader is one who is willing to develop people to the point that they eventually surpass him or her in knowledge and ability.”

Fred A Manske Jr.





Investing time developing your team will pay dividends in the longer term, yet there may be factors that have prevented you from doing this in the past. If you know what these factors are and have solutions to overcome these barriers, you'll feel more confident and motivated to take the appropriate actions.

Barriers to development



As a team, discuss and identify all the barriers that have prevented you from providing regular development of your sales team in the past. Then, write down 5 of your own biggest barriers in the space below.

TOP 5 BARRIERS
1.
2.
3.
4.
5.



Now consider the possible negative consequences of not providing on-going development of your sales team.

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“There is no such thing as a problem without a gift for you in its hand.”

Richard Bach, US author



You've just received a presentation on a groundbreaking new sales development toolkit, The Sales Activator®. This has been created based on extensive research with over 2600 organisations globally, and ensures an easy and practical way for sales managers and sales team leaders to provide on-going team development.

A development solution



As a team, see if you can discover the answers to the following questions to learn more about The Sales Activator®. (Feel free to refer to The Sales Activator® on the table).

1. Using no more than 6 words, provide your team's definition of The Sales Activator®.

2. The Sales Activator® focuses on 2 main areas, what are these?

3. How much development is contained within The Sales Activator® from a time perspective?



4. There are 2 board games provided within The Sales Activator®, what are these designed to achieve?

5. What are the Suggestion cards designed to achieve?

6. How many Suggestion cards are contained within The Sales Activator®?

7. You can use the games and Suggestion cards in 2 main ways. Please identify these.

8. Where can you find out more about the resources contained within The Sales Activator®?

“The Sales Activator® may or may not be a total development solution for your sales team. Yet, if used regularly it will create a sustainable improvement in sales performance and consequently increase sales results.”

Nikki Owen, Creator of The Sales Activator





Making learning fun



You are about to experience some serious game play! After participating in playing both The Trynamic Sales Game™ and The Selling Game™, discuss your team's responses to the following questions:



How would you describe/rate the involvement of participants during the game play sessions?



Provide 3 reasons from a learning perspective as to why the games feature the opportunity to either 'Challenge' another team's answer or earn bonus points.



How can the games be used to identify development needs?



Why is the competitive element beneficial from a learning perspective?



What actions/behaviours should the Game Facilitator adopt to maximise the value and impact of the game play sessions?

Both games have separate Rule of Play Booklets, and there are a number of suggestions about running the games in the Team Leader's Guide and video demonstration tutorial.



“Do you want a collection of brilliant minds or a brilliant collection of minds?”

R. Meredith Belbin



Practise makes perfect



Working in teams, select any one of the Suggestion cards. Your team will be:

- Given 20 minutes to prepare a 5-minute team presentation based on the content of your Suggestion card
- Able to use any of the resources within the room yet you cannot leave the room
- Given feedback from the trainer and the other teams based on a) content b) team involvement c) interaction with the other teams d) fun element

THE FEEDBACK SANDWICH

When giving feedback to the other teams, please use The Feedback Sandwich:

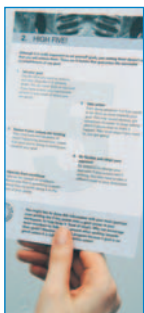
- Start by pointing out all the positive points about the team's presentation
- Convey suggestions that will make their presentation even better next time
- Conclude with an overall praising comment



Working in teams, review and prioritise the Suggestion cards by completing pages 8 and 9 before discussing your views to the following questions:



What trends/patterns have you noticed after prioritising the Suggestion cards?



Identify 3 different ways that you/your team can use the Suggestion cards



Provide 2 reasons why the Suggestion cards have been produced as separate cards.



There are a range of Suggestion cards that provide the underpinning knowledge for both games. As the name implies, these cards offer a series of suggestions, tips, tools and techniques that you can pick depending on your team's requirements.

Prioritising development



Read through each of the Suggestion cards for The Trynamic Sales Process™ and identify for each card whether it is a high, medium or low priority for your team's development.

CARD NUMBER	HEADING	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
	Leads			
1	The Art and Science of Selling			
2	Activity Based Planning			
3	Creating a Customer Profile			
4	A Dynamic Referral System			
5	Optimising Lead Generation			
	Prospects			
6	Prospect Criteria			
7	Prospect Nurturing			
8	Warm Up Act			
9	Star Quality on the Telephone			
10	Getting Prospects to Call You			
	Ongoing Discussions			
11	Not just a Pipedream			
12	Creating a Splash!			
13	Pareto's Principle			
14	Pipeline Visibility			
15	Getting in Early			
	Customers			
16	Post Sale Follow Up			
17	Keep Winning!			
18	Strong Relationships			
19	Consolidate			
20	Banish Call Reluctance!			



Look at the ticks you have entered in the high priority column for both games. If there are more than 5 ticks, choose which 5 you will introduce first and circle them.

Initially you can introduce the Suggestion cards that you have identified as High Priority for your team's development. Alternatively, why not ask your team to decide which of the Suggestion cards they want to cover first.



Identifying development needs

The Selling Game™

CARD NUMBER	HEADING	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY
	Preparing Yourself for Success			
1	Going for Goal!			
2	High Five			
3	Can you or Can't you?			
4	Beliefs of Excellence			
5	Happy Talk			
6	Energy Boosters			
7	Mental Preparation			
	Relationship Building			
8	Up-Front Contracts			
9	Building Rapport			
10	Matchmaker			
11	Delighting the Senses!			
12	Sensory Language			
13	The Power of Listening			
14	Active Listening			
	Understanding Customer Requirements			
15	A Consultative Approach			
16	Know your Questions			
17	Open to Leading			
18	Motivating Questions			
19	Funnel Questioning			
20	Getting Beneath the Surface			
21	Probing for Pain			
	Fulfilling Customer Requirements			
22	Features and Benefits			
23	Presenting your Case			
24	A Powerful Opening			
25	Positive Language			
26	Positive Talk Around Price			
27	Winning Presentations			
28	PRESENT!			
	Negotiating for Win-Win Outcomes			
29	When Negotiation Starts			
30	A Win-Win Approach			
31	Seek First to Understand			
32	Concessions!			
33	The BATNA Advantage			
34	What to Plan and Prepare			
35	Handling Tough Negotiations			
	Handling Objections and Closing			
36	Objections = Opportunities			
37	Handling Objections			
38	Pre-empting Objections			
39	It's All About Value for Money			
40	Trial Closing			
41	Open to Closing			
42	The Process of Closing			



Creating excitement

Take a moment to reflect on today's approach and notice how important it was for you personally to fully understand why using The Sales Activator® can be so beneficial. If people have good reasons for doing something then they'll be really motivated to do it!

That's why the way you introduce The Sales Activator® to your team is vital, if you want them to fully participate and gain real value from every development session. This simple structure will help you achieve this:

1. Explain why The Sales Activator® will benefit them personally.
2. Communicate what type of things you'll be covering in your sessions (this will be determined from the priority cards you identified on pages 9 & 10).
3. Demonstrate how you'll be running these sessions (refer to the Team Leader's Guide and the video demonstration tutorial for more ideas).



Prepare how you will introduce The Sales Activator® to your team using the 3 steps detailed above.

1

2

3

Check out Suggestion card 24 'A Powerful Opening' from The Selling Game™ for more ideas on gaining buy in from your team to The Sales Activator®.



“You get the best effort from others not by lighting a fire beneath them, but by building a fire within.”

Bob Nelson



Do it now ... you become successful the moment you start moving towards a worthwhile goal

Action plan

According to Tony Robbins, one of the world's most successful performance coaches, the ability to take massive action is a vital ingredient for success. Equally your implementation of The Sales Activator® starts with a plan. These questions will help lay the foundations for a purposeful plan of action to equip you with added momentum.

- **How will you benefit personally from using The Sales Activator®?**

- **How will your team benefit from these learning sessions?**

- **When do you intend to run these sessions?**

- **How will you encourage the full participation of your team?**

- **In your opinion, what are your team's priority development areas?**

- **How will you measure the impact and success of your team's development sessions?**

- **What preparation do you need to do to feel totally confident about using the resources contained within The Sales Activator®?**

Check out the section on Preparation and Planning in the Team Leader's Guide for some useful points around maximising the potential of your team's development sessions.

What's in the box?

The tools relating to The Trynamic Sales Game™ provide the essential activities that improve sales productivity and assist with sales planning.

ACTIVITY DEVELOPMENT



SUGGESTION CARDS

SKILLS/KNOWLEDGE DEVELOPMENT



SUGGESTION CARDS

The tools relating to The Selling Game™ provide the essential skills and knowledge required to conduct an effective consultative sales approach.



THE TRYNAMIC SALES GAME™



THE SELLING GAME™

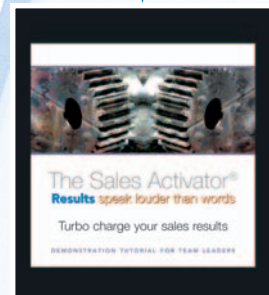
TEAM LEADER'S SUPPORT TOOLS



TEAM LEADER'S GUIDE



IMPLEMENTATION WORKSHOP



VIDEO DEMONSTRATION TUTORIAL