

20/20 SELLING

executive overview

QUICK FACTS

- 20/20 Selling increases the likelihood of success
- 20/20 Selling immediately impacts active sales situations
- 20/20 Selling is implemented in a 2-day seminar

WHAT YOU GET

"I have been selling for thirty years. This is the best training I have ever received."

- S.J.
telcom



OPPORTUNITY EVALUATION

A way to accurately assess where you stand in an opportunity at any time.

"I can use this immediately. 20/20 Selling will help me get on track with the right people and the right message. I'm excited."

- D.N.
software

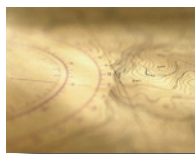


STRATEGIC PLANNING

A way to create a strategy that actually does something: lead you to victory.

"Excellent. Outstanding. Inspiring. Everyone says 'sell smart.' Now I know what it means. Now I know how to do it."

- F.G.
medical



POWER MAPPING

A way to determine the real players in an account, revealing who must be sold, and how.

BOTTOM LINE

- 20/20 Selling is the best approach for taking on your competition and winning
- 20/20 Selling is immediately applied to active sales situations
- 20/20 Selling can help you win

20/20 SELLING

step-by-step



FIRST we will give you a compass, an **OPPORTUNITY EVALUATION** system, a set of measurements that will help you accurately size up sales situations and get in-depth insight about where you are and where you have to go to win.

You will use the **PLAN OF ACTION** software to immediately apply the evaluation criteria to an active sales situation.

“The Opportunity Evaluation piece did it for me. I knew I was kind of flying blind. Now I know what to look for.”

- A.J.
services

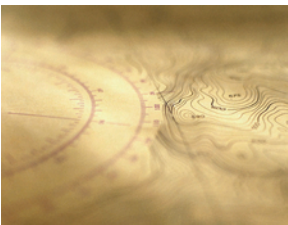


NEXT, we will help you take command with effective **STRATEGIC PLANNING**. You will learn how to make precise decisions about your objective. You will learn how to set a strategy that puts you in the driver's seat. You will create tactics that implement your plan efficiently and effectively.

You will use the **PLAN OF ACTION** software to immediately apply your new insights to an active sales situation.

“I think I've taken every strategic selling course out there. This is the only one where strategy actually makes sense and isn't just a lot of half-baked theory and old war stories.”

- M.B.
software



THEN we will teach you a system of **POWER MAPPING**, where you determine the interplay of the account's formal inner workings and its informal, political dynamics. Your analysis will be driven by real-world factors, not superficial guesswork.

You will use the **PLAN OF ACTION** to immediately decide how to develop political value in an active sales situation. Your plan is then complete and ready to be tested.

“My sales situations get very political. Finally I know how to get a handle on it. Thanks! 20/20 rocks!”

- K.M.
networking