



Off-the-Chart Sales Results™ System

About the System

Off-the-Chart Sales Results is a comprehensive, modular suite of training resources designed to create seamless, sales-driven organizations. Chart Learning Solutions delivers the processes, skills, and behaviors necessary to form a *consistently* high-performance culture so that your organization becomes your industry's supplier of choice. Chart may be used as a stand-alone system, or as a resource to augment and extend existing internal resources.

Chart offers a blended, systematic approach to creating the processes necessary for a sales-driven culture through the following optional, add-on resources:

- a. Classroom sales training programs
- b. One-day Train-the-Trainer Chart Certification (optional)
- c. Off-the-Chart Sales Inventories and Action Planners
 - Sales Cycle-Management — 12 modules
 - Sales Self-Management — 12 modules
- d. Off-the-Chart Sales Coaching Guides —24 modules
- e. Web-based, on-line Sales Managed Accountability Plans (MAPs) e-learning
- f. Half-day Management Training for administering MAPs
- g. Web-based delivery and administration

Organizational Outcomes

Chart offers maximum delivery flexibility to meet your needs, priorities, and time requirements. Organizations appropriately utilizing and installing the full complement of Chart sales resources will experience:

- a. increased profits and productivity
- b. increased work efficiency and effectiveness
- c. reduced complaints
- d. reduced "obstacles" and bottlenecks
- e. increased discretionary sales time
- f. reduced employee turnover
- g. increased job satisfaction
- h. increased convenience in quickly bringing new hires up-to-speed
- i. increased convenience and effectiveness for employee retraining





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10 Prerequisites for a World-Class “Sales-First” Culture

Does your organization have what it takes?

<i>Problem/Issue</i>	<i>Solution</i>
Lack of adequate management support	Identify ROI, cost of ignoring escalating problems, current loss of business in \$
Escalating service issues and growing loss of revenue due to disenfranchised customers	Chart blended learning approach — classroom, web-based assessments, Managed Accountability Plans (MAPs) and Goal Action Planners (GAPs)
Lack of unified processes or systems; no common language	Chart’s unified process, customized MAPs and common language
Low or no employee accountability	Chart’s MAPs
Unclear individual goals	Chart’s MAPs and GAPs
Departmental goals at odds with organizational mission and vision	Chart’s MAPs and GAPs based on Inventory “gap” results
Unclear and unmeasured standards, expectations, or performance criteria	Chart’s training assessments, skill inventories, MAPs, GAPs
Measurements do not define quantity, quality, or specify time frames	Chart’s training, GAPs, TAP
Negative consequences of non-performance are nonexistent, vague, or inconsistent	Chart MAP/GAP meetings (identifying Top, Average, and Poor performers)
Rewards and recognitions are nonexistent, vague, inconsistent, or inappropriate to levels of performance	Chart MAP/GAP meetings
Desired behaviors and skills are not modeled by management, undeveloped managers	Chart Management/Leadership training
Learning is non-continuous with little or no process for real opportunities for constructive feedback	Chart’s coaching guides, four-stage process for continuous learning, GAP meetings





Off-The-Chart Sales™ System

How the System Works

Chart's modular construct allows maximum flexibility in delivery. Participants learn the step-by-step process of sales cycle management from simple to complex transactions, and from first impressions to follow-through. Participants also learn self-management skills such as product knowledge, time management, and stress management.

The initial rollout includes a one or two-day classroom training program designed to introduce a baseline of sales knowledge. Classroom delivery provides vital communication and interactive skill practice, unachievable by reading a book, tele-broadcast, or interactive web-based learning.

You may use Chart Learning Solutions' classroom trainers for delivery, or your own organization's internal trainers after successful completion of Chart's train-the-trainer certification program.

Two Sales Inventories may be delivered as on-line pre-work to the classroom experience, or taken during the day of training on paper. If the inventories are assigned as pre-work, the results are used to address specific productivity gaps or priority needs of that particular training group.

Chart Sales Coaching Guides offer additional content and suggested activities to provide managers and supervisors training follow-through material for one-on-one or group coaching sessions. Results of the Sales Inventories and Goal Action Planners (GAPs) are used to create a customized approach for addressing not only departmental needs, but individuals as well.

Chart's Sales Managed Accountability Plans (MAPs) provide managers and learners modular, on-line activity-driven learning to further reinforce the content as well as hold learners accountable for applying critical sales processes, behaviors, and attitudes within the workplace. MAPs are essential for realizing cultural change and enhancing performance management.

Managers may participate in a half-day management training in order to effectively coach Learners.

Web-based e-learning provides on-line convenience for delivering training content, Sales Inventories, coaching, and MAP accountability plans for local and remotely managed employees.





Chart Sales Training Programs by Lorna Riley, CSP

1. Off-the-Chart Sales Results™ based on Sales Cycle & Self-Management Inventories
2. Consultative Selling
3. Relationship Selling
4. Basic Sales Skills
5. Advanced Sales Skills
6. Major Account Selling
7. Strategic Account Selling
8. Value-Added Selling
9. Prospecting/Lead Generation
10. Effective Introductory Calls (Cold Calling)
11. Closing and Resolving Objections Skills
12. Telemarketing – Outside/Inside Sales
13. Extraordinary Customer Relationships
14. Effective Listening Skills
15. Effective Negotiation Skills
16. Selling Effectively to Different People
17. Creative Out-of-the-Box Selling Skills
18. Psychology of Sales Motivation
19. Telephone Power Skills
20. Off-the-Chart Sales and Service Results
21. Managing Sales Accountability
22. 20 Mistakes Sales Pros Make
23. Sales Assertiveness Skills
24. 76 Ways to Build A Straight Referral Business, ASAP (book available)
25. Time and Territory Management: Selling More in Less Time
26. Third Party Selling
27. Sales Presentation Skills
28. Quest for Your Best: Four Stages to Sales Excellence (book available)
29. Sales and Customer Service Excellence
30. The Art of Asking Questions

Call for Customized Outlines 760-639-4020





Off-The-Chart Sales™ Inventories

About the Inventories

It's vital to periodically take stock of what skills are effective, and what needs to be developed, strengthened, or discontinued. True professionals stay at peak performance by constantly honing their skills so that they can best serve their customers' evolving needs. Chart's inventories are designed to pinpoint where organizational and behavioral changes are needed most, maximizing investments of valuable time and resources.

Chart Inventories assess 24 critical sales skills, competencies and behaviors: 12 in Sales Cycle-Management, 12 in Self-Management. A total of 120 questions assess areas of sales strength and opportunities for development, while organizing a strategic approach to improvement. They also help to eliminate bad habits, motivate behavior toward goals, create accountability, eliminate slumps, save management time, diagnose skill deficiencies, and develop peak performance.

Unlike traditional assessment "tests" measuring "right or wrong, good or bad," Chart inventories are a non-threatening way for participants to celebrate their strengths and develop action plans to maximize performance towards organizational objectives.

Chart Inventory GAP Analysis

Chart Inventories have been created to give you two reports that measure gaps in performance. Inventories are essential in order to:

1. pinpoint 120 areas of sales skill strengths and opportunities for development
2. survey abilities, assets, and resources for sales excellence
3. organize a strategic approach for sales skill improvement based on real needs
4. eliminate ineffective habits and behaviors, career stallers and blockages
5. save valuable time in managing performance—coaching to specific needed areas
6. motivate behavior towards measurable goals
7. diagnose skill deficiencies and gaps causing poor performance
8. provide a behavioral measurement tool for tracking performance
9. create sales accountability
10. develop peak sales performance

Two Chart Sales Results™ Inventories are available:

1. Sales Cycle-Management
2. Sales Self-Management

See next pages for Inventory indexes and content coverage.





Sales Cycle-Management Inventory

Off-the-Chart Sales Cycle-Management™ Inventory

Today's top service professionals need regular skill assessment and feedback in order to work at world-class peak productivity and remain competitive. Chart's personal Self-Management Inventory not only assesses the twelve critical areas of personal sales competency, but also reveals the sequence in which they take place in order to drive desired results. This is a 60-question self-scoring tool that diagnoses strengths and opportunities for improvement in coaching sales performance.

STAGE 1: HOME

1. Prospecting
2. Qualifying
3. Building Rapport

STAGE 2: HELP

4. Questioning
5. Listening
6. Presenting/Recommending

STAGE 3: CHALLENGE

7. Influencing
8. Negotiating
9. Resolving Concerns

STAGE 4: PRIZE

10. Confirming/Closing
11. Following Through
12. Building Referrals

More detailed Chart training modules are also available for each skill area listed above.

Approximate time for completion: 10 minutes on-line





Sales Cycle-Management Inventory Skill Detail

Skill Index

1. PROSPECTING

- Psychology of Prospecting
- Prospecting Campaigns
- Telephone/Voice Mail Return
- Warm Call Referral Prospecting
- Dealing with Indifference

2. QUALIFYING

- The "Big Five" Qualifiers
- How Customers Make Decisions
- Finding Decision Makers
- Sales Funnel Stages for Advancing
- Developing Interest

3. BUILDING RAPPORT

- Great First Impressions
- Instant Rapport
- Building Trust
- Confidence in Any Situation
- Building Positive Relationships

4. QUESTIONING

- Overview of STeR Questions
- Pinpointing Needs
- Finding Problems
- Building Needs
- Questions that Sell for You

5. LISTENING

- Authentic Listening
- Increasing Concentration
- Building Curiosity
- Gaining Clarity
- Critical Listening

6. PRESENTING/RECOMMENDING

- Selling Features and Benefits
- Designing Formal Presentations
- Delivering Formal Presentations
- Polished Presentation Skills
- Motivating Others to Action

7. INFLUENCE TECHNIQUES

- Persuasion Techniques that Sell
- Asserting to Win-Win Outcomes
- Building Enthusiasm
- Keeping Prospect Interest
- Turning "No" into "Yes"

8. NEGOTIATION SKILLS

- Preparation Must-Dos
- Strategies
- Tactics
- Leveraging Power With Currencies
- Insider Secrets

9. RESOLVING CONCERNS

- Psychology Objections & Concerns
- Overcoming Objections
- Getting Past "Think it over."
- Keeping Tension Low
- Eliminating Objections

10. CONFIRMING/CLOSING

- When to Close
- Test Closes
- Closing Techniques
- Closing Ratio
- Enlisting People to Take Action

11. FOLLOWING THROUGH

- Exceeding Levels of Expectations
- Follow-Through Recontact
- Eliminating Buyer's Remorse
- Upselling Opportunities
- Building Relationships That Last

12. BUILDING REFERRALS

- Earning Referrals
- Asking for Referrals
- Short-Term Strategies
- Long-Term Strategies
- Referral Attitude





Sales Self-Management Inventory

Off-the-Chart Self-Management™ Inventory

Today's top sales professionals need regular skill assessment and feedback in order to work at peak productivity and remain competitive. Chart's personal Self-Management Inventory not only measures the twelve critical areas of personal sales competency, but also reveals the sequence in which they take place in order to drive desired results. This is a 60-question self-scoring tool to diagnose strengths and areas for improvement in coaching sales performance. You may also request Chart's more comprehensive Skill Inventory Coaching Guide that provides personalized coaching recommendations.

STAGE 1: HOME

- 13. Product Knowledge
- 14. Contact Management
- 15. Goal/Time and Territory Management

STAGE 2: HELP

- 16. Initiative/Responsibility
- 17. Mentor/Coaching
- 18. Utilizing Resources

STAGE 3: CHALLENGE

- 19. Managing Adversity
- 20. Controlling Emotions
- 21. Creative Problem Solving

STAGE 4: PRIZE

- 22. Rewards and Recognition
- 23. Continuous Learning
- 24. Inner Wealth

Chart Learning Solutions' training modules are also available for each skill area. Call for customized outlines.

Approximate time for completion: 10 minutes

See the following page for a detailed index of skills being assessed.





Sales Self-Management Inventory Assessment Detail

Skill Index

1. PRODUCT KNOWLEDGE

- Product Knowledge
- Knowledge of the Competition
- New Product Service Releases
- Expert Image
- Industry Trend Resource

2. CONTACT MANAGEMENT

- Contact Time Allocation
- Territory Management
- Call Frequency Strategy
- Record Keeping
- Staying in Touch with Customers

3. TIME MANAGEMENT

- Effectiveness: Missions/Goals
- Efficiency: Organization/Paperwork
- Scheduling Smarts
- Finding Hidden Time
- Maximizing Productivity

4. RESPONSIBLE INITIATIVE

- Taking Initiative
- Creative Contributions
- Self-Motivation
- Character/Integrity
- Problem Solver

5. MENTOR/COACHING

- Being Mentored/Coached
- Shared Learning
- Getting Unstuck
- Mentoring/Coaching Others
- Professional Development

6. UTILIZING RESOURCES

- Locating Resources
- Sales Support
- Ego Check
- Policy/Procedure Guidelines
- Presenting Resources

7. PROBLEM SOLVING

- Strategy
- Decision Making
- Problem Perspective
- Generating Solutions
- Defining Problems

8. ETHICS

- Integrity
- Honesty
- Truth
- Character
- Public Relations

9. ADVERSITY MANAGEMENT

- Resiliency
- Determination
- Controlling Reactions
- Worry
- Motivation

10. REWARDS/RECOGNITION

- Self-Rewards
- Rewarding Customers
- Intangible Rewards
- Appreciation
- Fulfillment

11. CONTINUOUS LEARNING

- Self-Evaluation
- Mental Calisthenics
- Failure
- Personal Investment
- Measuring Growth

12. INNER WEALTH

- Enjoyment
- Manners
- Life Balance
- Relaxation
- Gratitude





Chart Managed Accountability Plans (MAPs)

Coaching Guides and MAPs

Chart Coaching Guides and Managed Accountability Plans take classroom training from ideas to reality. MAPs will:

- a. accelerate the development of employees who are committed to the organization's mission, goals, and objectives
- b. quickly pin-point employees not committed to growth
- c. create learning accountability for achieving outcomes and objectives
- d. create a structure for the integration of existing training resources
- e. help managers, supervisors, coaches, and mentors develop employees more effectively and efficiently while still performing other duties
- f. increase learner retention of knowledge
- g. reduce the need for classroom training
- h. increase efficiency in the delivery of periodic training reviews

These benefits translate into quantifiable, bottom-line savings.

MAPs provide learning paths that empower employees to integrate vital skill fundamentals into their work life. This is accomplished by:

- a. organizing all appropriate subject matter into easily sequenced, user-friendly teaching guides for both the administrator and the participants
- b. clearly defined goals, standards and expectations through Goal Action Planners (GAPs)
- c. requiring participants to demonstrate and confirm their knowledge of the material at periodic intervals, as well as completing a final inventory assessment
- d. independent study, enabling participants to assimilate knowledge within work-place demands and schedules

Chart sales coaching guides, MAPs, and GAPs are available in 24 modules, 12 in Sales Cycle and 12 in Sales Self-Management.

