Partners In Leadership®

TOP 3 CHALLENGES

Facing **Sales Managers** Now

Survey says...

In a recent survey conducted by Partners In Leadership, LLC of *over 300 sales professionals*, while over *50% completed sales training in the past 18 months*, they were still combating **three top challenges**:

- ☑ Holding a customer accountable
- ☑ Changing a customer's beliefs
- ☑ Closing sales performance gaps

And alarmingly, **64%** of respondents saw **no tangible result** from the sales trainings they participated in.

So how can you, the sales manager, break the cycle?

CHALLENGE 1

Holding a Customer Accountable

78% of consumers have bailed on a transaction or not made an intended purchase because of a poor [service] experience.

- American Express Survey, 2011

Experiences drive your customer beliefs and actions. This directly impacts your sales results.

KEY OPPORTUNITY

Your team can now leverage a breakthrough technique that gives them the tools for mutual accountability that drive sales. The **Belief Based Selling™** training models show you how.

CHALLENGE 2

Changing a Customer's Beliefs

Everyone validates their beliefs by selectively filtering their experiences. This leads to customer beliefs about you, your products, and your company.

KEY OPPORTUNITY

How do you eliminate Belief Bias® held by your customers? Apply the proven techniques that can transform your customers' views about you, your products, and your company. Belief Based Selling training will show your team how to combat Belief Bias.

CHALLENGE 3

Closing Sales Performance Gaps

57% of B2B prospects and customers feel that their sales teams are not prepared.

- International Data Corporation

Why do you even have performance gaps? Can you list them?

KEY OPPORTUNITY

Belief Based Selling will show you how to recognize the performance gaps which are impacting customer beliefs about your products, your sales approach, and your company. Use the **Sales Velocity Builder™** within Belief Based Selling to close these gaps.

Break through the challenges and refine your approach.

Belief Based Selling is the culmination of decades of experience from working with sales organizations – in companies of all sizes and industries – to successfully improve sales performance.

Learn how to:

- ☑ Shift the beliefs of your customers
- ☑ Build more successful customer relationships
- ☑ Create incremental customer value
- ☑ Dramatically improve sales results

Schedule your Free Consultation

Training is critical to your team's success.

69% New employees who attend a **structured onboarding program** are 69% more likely to remain at the company for three years.

- The SHRM Foundation

50% **Continuous training** yields 50% higher net sales per employee.

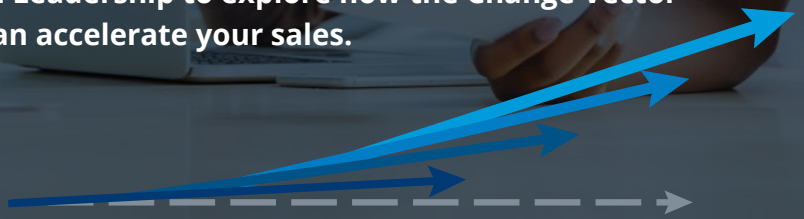
-The American Society for Training and Development

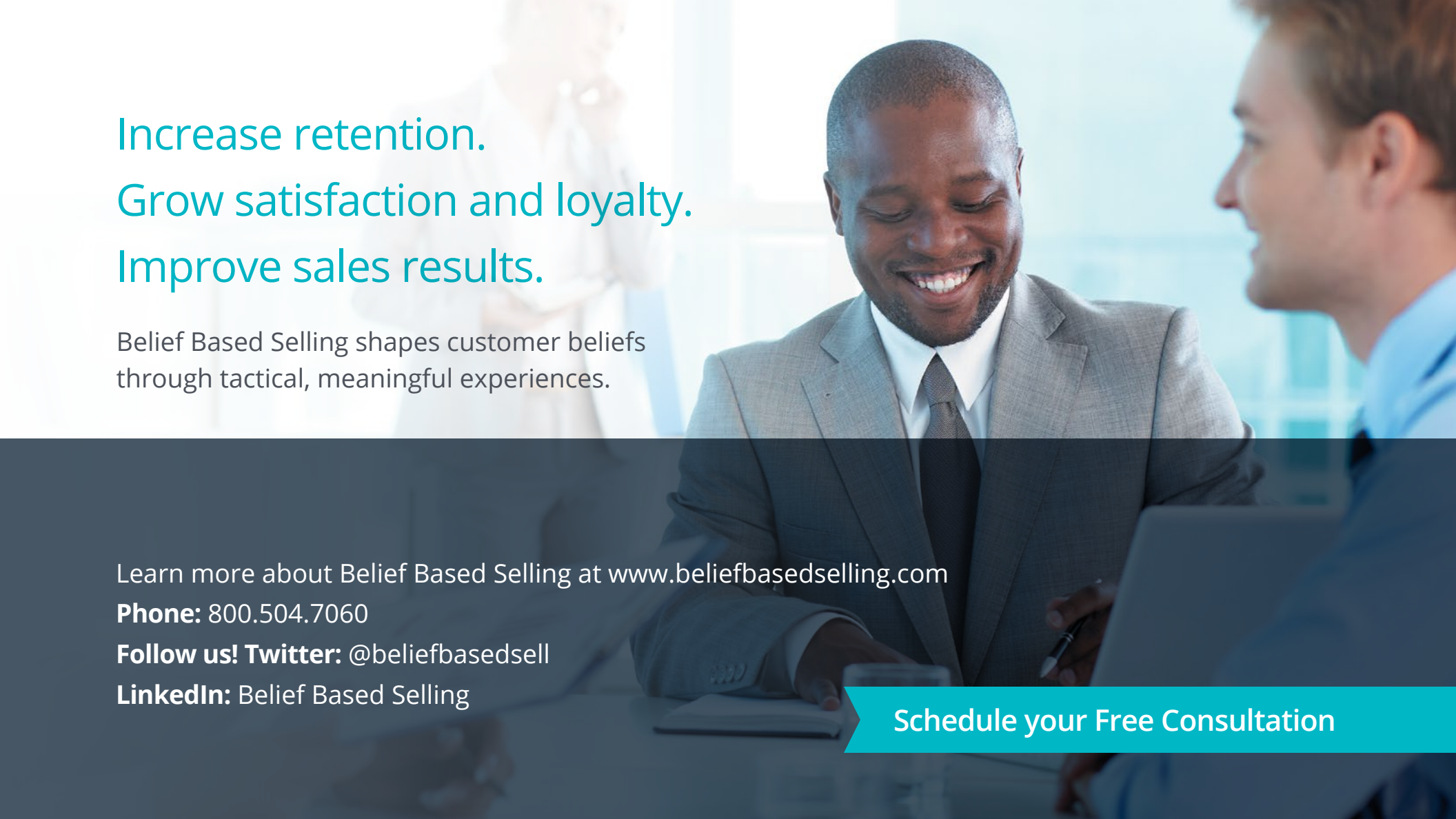
$1,000,000,000,000 Lost sales productivity and wasted marketing budgets cost companies $1 trillion a year. – The B2B Lead

Change Vector™ Program

Accelerating sales doesn't require an immediate 180° turn in customer beliefs. The Partners In Leadership Change Vector program trains participants in making small adjustments to the experiences they create for customers which yield big differences in how those customers think and act in the future.

Our Change Vector consulting services energize all levels of client organizations—from the C-suite to frontline sales teams—to achieve results considered impossible without complete reversals in customer behavior. **Contact Partners In Leadership to explore how the Change Vector can accelerate your sales.**





Increase retention.
Grow satisfaction and loyalty.
Improve sales results.

Belief Based Selling shapes customer beliefs through tactical, meaningful experiences.

Learn more about Belief Based Selling at www.beliefbasedselling.com

Phone: 800.504.7060

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