

# InterMizzi

It will become obvious

## Sales Professional Development Program

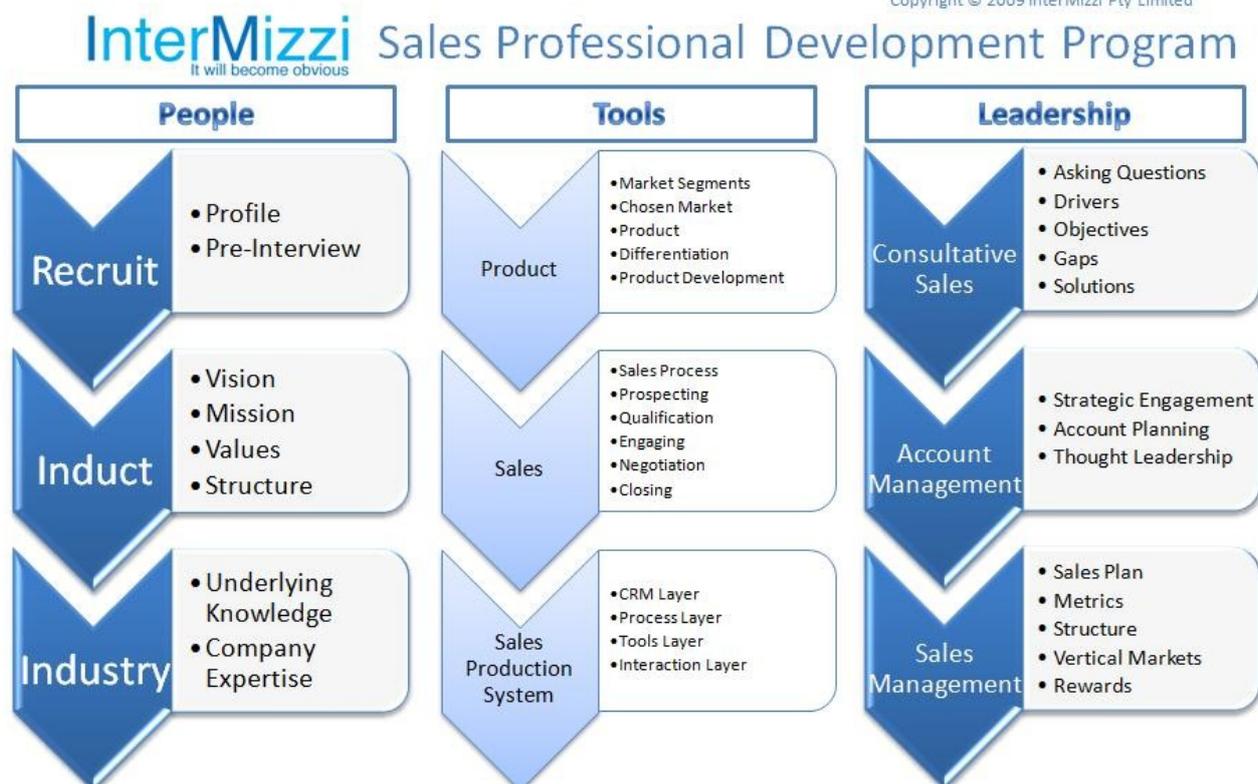
InterMizzi is in the business of helping organizations meet revenue goals and designing and implementing new systems and processes. Our focus is on helping organizations establish sales processes and sales organizations that can exceed expectations.

By putting in place a Sales Professional Development Program, your organisation will be able to overcome past experience that delivered good, or even great, quality material that could not be sustained. Critical to this requirement is the need to develop and document a Sales Process that everyone in your sales team can use to leverage the experience and knowledge of the organisation's best performers.

Most sales managers continue to view won business as an ad-hoc series of random events with 20% of the sales team responsible for a big portion of their revenues. Predictable, successful sales execution across the majority of the team is an ongoing challenge.

**The InterMizzi Sales Professional Development Program is a new program for Sales Leadership for your organisation.**

Copyright © 2009 InterMizzi Pty Limited



# Sales Professional—Development Program

Module	Description
Recruit	Many sales teams have just happened. Very few sales people chose sales as a career. Often it is seen as a last resort. So it's not surprising that given this somewhat random approach sales managers are resigned to the fact that 20% of their sales force is going to produce 80% of the results. InterMizzi can apply specific disciplines to the recruiting of a sales team.
Induct	Consultative Sales and Account Management involve organisational engagement not just sales engagement. Your induction process needs to align resources for revenue generation.
Industry	This is an often neglected module as sales people are often told not to be concerned with something that is not their responsibility. However, unless a salesperson has an appreciation for the basic knowledge of the industry, they will miss opportunities and will not be able to engage at a business level with prospects.
Product	Too often product knowledge training is limited to on the job training or giving the sales person a set of brochures or access to an intranet. Building on the industry module, the Product module needs to show the salesperson how to look for opportunities for the product, where it has been successful in the past, where it won't work and why the competition's products are sometimes better.
Sales	This program is designed to promote a culture of consistent sales success by improving and consolidating staff sales talents (innate) and skills (learnt). With a greater understanding of the skills and talents required to be successful sales professionals, your people will be better equipped to self evaluate their own performance and your team managers will have the tools to coach for improved performance.
Sales Production System	This module combines the use of the various tools together with the sales process that is developed from the experiences of the more successful sales personnel. While a CRM may let you know about an opportunity, how big it is, who is working on it and when it is closing, a Sales Production System bridges the gap to the point at which an opportunity becomes a sales by covering: <ul style="list-style-type: none"> <li>• What to do next</li> <li>• What conversations to have</li> <li>• Where is the buyer in the buying process, and</li> <li>• Provides the shortest path to closing the deal.</li> </ul>
Consultative Sales	The Consultative Sales Module build on the skills developed in the Sales Module by orienting the sales person to the prospect's business. It provides structure and tools for complex sales.
Account Management	Companies often mistake account management for customer service. Customer Service is reactionary and is aimed at keeping existing systems and processes working to the customer's advantage. Account Management is a strategic approach to a business relationship and has much in common with Consultative Sales.
Sales Management	The position of Sales Manager is often conferred upon the best producing sales people. Too often this is a mistake from which neither the sales person nor the company can recover. Whilst the role requires all of the usual people management skills it also encompasses specific areas such as a sales plan, metrics, vertical markets and reward and motivation structures.