



Sales Development

In business, changes have occurred that significantly influence the sales process. Buyers have more information readily available to them and engage in the buying process with more knowledge and sophistication than ever before. This requires the consummate sales professional to differentiate themselves from their peers as never before.

Aspire offers a comprehensive and proven process that assists sales professionals developing their untapped potential and getting the results they are looking for giving them the distinct competitive advantage.

The Aspires Sales development process is unique in that it enhances current sales skills by combining our sales process with a personal development system. Sales development is differentiated from sales training; sales training imparts specific technical knowledge while development takes it a step further by creating true behavioral change which leads to positive goal directed results.



Key Areas within the Aspire Advantage for Sales Development Process:

- The Need to Reinvent Yourself
- Preparation for Success
- The Buying Process
- The Selling Process
- Attitudes
- The Role of Goals
- Roadblocks to Success
- The Sales Funnel
- Center of Influence
- The Steps of the Sale
- Communication Skills
- Questioning Techniques
- Presentation Skills
- Proposals
- Gaining Commitment

Measurable Outcomes and Results:

- Increased Sales
- Improved Bottom Line
- Greater Efficiencies
- More Repeat Business
- Personal Satisfaction
- Work/Life Balance

The Aspire Formula for Success:

$$\text{Ask} + \text{goals} = \text{PBC} \rightarrow \text{IR}$$

Attitudes
Skills
Knowledge

Positive	Improved
Behavior	Results
Change	

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