

ROI Selling

PAST Assessment

Process, Approach, Skills and Training – This highly interactive program includes many of our most popular products and provides a service that will improve your value based discussions, discovery and final value presentation. We include the development of a Value Inventory, a Discovery questionnaire based on the Value Inventory findings, and finally through our Process mapping, Approach review, Skills assessment and Training library we provide a recommendations report. This comprehensive report includes all the documents created in the process and a recommendation for sales professional and process improvement.

Increase revenue from increased appointments and accountability

Salespeople are not likely to consistently implement a particular selling strategy or tactic, regardless of how effective it may be, unless it is part of an overall behavioral plan. And, they are not likely to implement a plan unless it is supported by the appropriate attitude and outlook. Sandler Training addresses all three areas necessary for success—attitude, behavior and technique.

Total number of sales professionals on staff: _____
 Enter the average number of appointments per MONTH: _____
 Calculated total number of appointments per year for the sales staff: _____
 Enter the average number on appointments that convert: _____
 Enter the average value per new customer opportunity: _____
 Calculated annual new business revenue per sales professional: _____
A typical Sandler customer is worth \$100,000
Enter the increase in number of appointments per year: _____
 Calculated number of "new" appointments per year: _____
 Calculated number of additional new business opportunities: _____

Value Estimation Model - Financial Impact Analysis

Category	Current	Revised	Change
Net Profit Margin	\$2,400,000	\$2,491,603	3.7%
Operating Costs	\$23,500,000	\$22,845,386	2.8%
Pct. / Rev	78.3%	76.2%	
Earnings	\$2,400,000	\$2,431,427	1.3%
Sales / Employee	\$133,333	\$135,015	1.2%

Value Inventory sample -

Stakeholder	Solution / Feature	Category	Value Metric	Value Statement
VP Sales	ROI Questionnaire action, reduces	Reduce Cost	Ongoing cost of sale	Reduce the on-going cost of sale by shortening the sales cycle
	Questionnaire action and product	Reduce Cost	Cost per new hire to train	Reduce sales training costs with reduced time to productivity
	Product contains help	Increase Revenue	Additional margin	Reduce or eliminate discounting by proving the value delivered, utilizing proof points and the ROI Selling Financial Dashboard
	Product provides new sales	Reduce Cost and increase Revenue	Cost per lead / Revenue per closed lead	Increase your revenue and reduce marketing cost by aligning sales and marketing

The PAST program is an extension to the ROI Selling program in that we spend time reviewing your current Sales Process, Approach, Skills and Training programs. We then develop some tools that can be used for Discovery. Options to the program include the development of a comprehensive Financial Dashboard and or a Business Case that can be used in your sales process.

Any size company can benefit from the PAST program. Call today to discuss the many benefits of reviewing your PAST.

