

Plain Talk

The selling component of business - positioning, market differentiation, sales presentations and salespeople - causes management the most sleepless nights. For management, our business is our life and it's a major challenge to separate business illusions from business reality. If we can find and cure the real problems rather than the apparent ones, life is simpler, more profitable and less stressful.

When salespeople are ineffective, management hears some of the following excuses:

The market is bad. Our clients are stupid. We need more advertising. The competitors give it away. We don't feel like working. I'm looking for another job. We need a better service. Our price is too high. I'm not making enough money. The business has changed. ...almost anything except the reality: "We are doing the best we can. We don't have the skills to sell at high levels."

Experienced salespeople lack the skills to present at the boardroom level because they are unable to explain:

- . your firm's sustainable competitive advantage
- . your unique selling proposition
- . what business you are really in from your Client's point of view
- . how your service fits the Client's business

- . how your service is different from the competition
- . the results your service delivers in the Client's terms
- . why your service is worth your asking price
- . why you are defenseless in a price negotiation
- . why you are surprisingly difficult to buy from

And here is the kicker: Your salespeople don't know that they don't know and leave half their business undiscovered and unsold.

How did salespeople get so far out of touch? Changing markets and evolving economies have left both salespeople and their managers puzzled as they search for ways to reduce cost of sales and increase revenues. Persuading at the Client's executive level requires a very different presentation format than selling to middle management and below. While salespeople are comfortable selling at the lower levels of business using a technical, process-oriented pitch, major budget approvals occur at the executive level, which requires a business-oriented, results-driven solution. Persuasion at the CEO-CFO-COO and boardroom level requires different preparation, presentation, and tactics. It requires the seller to present simply, quickly, clearly and honestly - this means selling without tricks, gimmicks or puffery. This approach is counter-cultural and counter-intuitive for salespeople. Sales and market strategies can fail because managers do not understand this vital, and often fatal, difference. We help managers execute their sales strategy by retraining their sales executives to persuade at the boardroom level.

A new, executive-level selling approach that is unique to your firm

- . A translation of your technical expertise into plain language the client understands
 - . 25-100% increases in revenue
 - . A fresh new company-wide idea of what executive level selling is about
 - . Selling teams which use the most sophisticated tools available
 - . Esprit-de-corps generated from common skills, language and objectives
 - . Knowledge of the difference between technical expertise and persuasion skill
 - . Easier-to-manage self-motivated salespeople and reduced management stress
 - . Clearer and more candid communication with the sales staff
 - . An in-house training curriculum
 - . An in-house training manual
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- . The realization that selling is a strategic and tactical game
 - . The skills to play the executive level game
 - . New selling skills that replace twenty commonly held cultural selling myths
 - . A genuine confidence that replaces fear and bravado
 - . A deep understanding of their real business - persuasion

- . Responsibility for their selling life without excuses
- . An understanding of the difference between building relationships and persuasion
- . Expansion of their comfort zone and the ability to work well outside it
- . Greater risk tolerance
- . Awareness of fatal selling errors
- . Control in boardroom presentations
- . Recognition of how much money senior salespeople leave on the table

We are specialists.

We teach hard-core mechanics that provably work at the executive level. We do not teach anything else - just the ten-minute slice of time when the boardroom sale occurs.

We do not advertise.

Our clients come by referral - our name passed discreetly between friends. Our results do not look believable on paper.

We teach reality.

Executive-level selling skills are based on the way clients actually respond. We combine your technical knowledge with our experience to design a new executive-level sales presentation based on your client's actual responses.

We remove mystery - not create it.

Everything we do is observable, provable and repeatable after we are gone.

We build business-specific sales training.

It directly addresses your selling problems, using your language, your market conditions and your service.

We do not pull punches in the classroom.

We challenge the salesperson's position on everything - conditioned responses, preconceived ideas, long standing business rules, industry practices and traditional ideas - anything that triggers negative client responses. We allow salespeople to discover solutions to their own selling problems.

We are unique.

If you ask us where else to find training like this, we don't know. And we have searched diligently for 25 years. In fact, we own the trademark on this category of training.

We don't teach theory.

This is a straightforward, how-to, 100% interactive course. Your people don't talk about sales - they sell - under tight control for three days.

We deal straight up - with candor.

As your working partner, we relentlessly search for the truth to isolate the selling problems that cost you money - irrespective of where that search leads.

We have a "no-risk" policy.

If, at the end of Day One of the course, you feel VASS Executive Sales Training® does not match your marketing strategy or will not create an extraordinary profit for your firm, your fee will be refunded on the spot. No client has ever hired us because of our guarantee. No client has ever asked us to make a guarantee good. Guarantees address the wrong risk. The real risk is hiring a training company that reinforces the expensive selling errors your salespeople currently make - approaching high-level presentations with low-level pitches.

We build long-term clients.

Eighty-five percent of our work is repeat business.

We know you don't believe us.

Because the sales training field has a reputation of over-promising and under-delivering, no client initially hires us because they believe any of this. They think, "If this were only true..." and then hire us because they hope it could be true.

The VASS Business Rules...

Our business exists to create a profit for our clients. Our clients get more than they pay for. We don't say anything we can't prove. We can prove everything we say.

ABOUT MOTIVATION.

Motivational talks are commonly confused with training. Charging up a salesperson emotionally is like teaching a dog to chase a car - when the dog catches the car he doesn't know what to do with it. Executive level selling skills are not belief systems. There is no motivational material in this course. Motivational speakers are stage performers; show business personalities, not trainers. Adults learn by pain. Adult training isn't entertainment - it is behavior modification. It isn't funny. It can be fun but modifying behavior is nearly always painful in some way. It can't be done from a stage and it can't be done in an afternoon. For your working salespeople whose survival depends entirely on skill, motivational speakers are ineffective. They entertain, not train. Determine a time when your people can dedicate three intensive days to build their business story, to find their Competitive Selling Voice® and to reposition their executive-level sales presentation. Then call us at 1-800-424-VASS (8277) to set a training date to retrain your sales executives and discover the other half of your business. All communications are confidential, of course.