

SALES GROWTH BOOTCAMP

Wednesday, February 14 (7:30 A.M.–5:00 P.M.)–Thursday February 15, 2018 (7:30 A.M.–3:00 P.M.)
Los Angeles, California

TONE UP YOUR SALES STRATEGIES & BOOST YOUR CLOSE RATE

A salesperson's time is valuable, an effective salesperson is priceless. This intensive two-day course will improve the efficiency and productivity of new and experienced sales professionals to grow sales.

PARTICIPANTS WILL BE ABLE TO:



**IDENTIFY THEIR STRENGTHS AND THE STRENGTHS
OF THE COMPANY.**



MEASURE THE RIGHT METRICS.



**UNDERSTAND HOW TO IDENTIFY THE RIGHT ACCOUNTS
AND THE RIGHT CUSTOMERS.**



**ANALYZE THEIR PIPELINE AND DETERMINE IF THEY WILL
REACH THEIR GOALS.**



**DEVELOP A STRATEGIC ACCOUNT PLAN TO MINIMIZE
CUSTOMER ATTRITION.**



CREATE AN ACTION PLAN TO GROW SALES QUICKLY.

INSTRUCTOR



**George A. Moretti,
GM Training &
Consulting Group**

George has more than 46 years in the packaging industry. He has developed and facilitated sales training seminars,

conferences, and workshops for AICC since 1995. He has trained over 900 sales people and continues to develop and update sales process steps to increase close rate and tools to provide value to you and your clients. George "walks the talk" giving you first hand street knowledge as he continues to grow his own packaging business using these techniques. He uses his own "Enhanced" sales tool every day!

WHO SHOULD ATTEND

New and experienced professionals who want to:

- Substantially grow their sales quickly!
- Protect their existing major accounts!
- Substantially increase their volume!
- Operate at maximum capacity!
- Tone up their Sales Skills!

“This course helped me develop an action plan for better sales success.”

—S.Korn (1 year in the industry)



Wednesday, February 14, 2018

- 7:30–8:00 A.M.** Continental Breakfast
- 8:15–9:15 A.M.** Course Agenda
- Overview, Introductions & Housekeeping
- 9:15–9:30 A.M.** Break
- 9:30–10:45 A.M.** Anatomy Of A World Class Selling Organization
- Connectivity To This Course
 - What Do World Class Sales Organizations Look Like?
- 10:45–11:00 A.M.** Break
- 11:00 A.M.–12:15 P.M.** The 5 Major Sales Tools For Greater Success
- Profiling
 - Opportunity/Fit Matrix
 - Sales Pipeline Management—Focus 21
 - Base Growth Attrition (BGA) Analysis (Customer Migration)
 - Strategic Account Plans (SAP)
- 12:15–1:00 P.M.** Lunch
- 1:00–1:30 P.M.** A Discussion Of The Selling Process
- What Sales Process Are You Using?
 - Reviewing The Advanced Selling Process?
 - How Do These Tools Fit Into The Sales Process I Am Using?
- 1:30–3:15 P.M.** Profiling Workshop
- Create YOUR Sales Profile
 - Create YOUR Company's Profile
 - 15 Minute Break
 - Create YOUR Preferred Customer Profile (PCP)
- 3:15–4:00 P.M.** Opportunity/Fit Matrix
- Develop The Criteria To Determine If There Is An Opportunity
 - Does It Fit My Preferred Customer Profile?
 - 15 Minute Break
 - Review Of My Current Accounts / Suspects / Prospects
- 4:30–5:00 P.M.** Wrap Up
- Key Learnings Of The Day
 - What Did We Miss?
 - Q&A and Next Day's Overview and Expectations

Thursday, February 15, 2018

- 7:30–8:00 A.M.** Continental Breakfast
- 8:15–9:30 A.M.** Base, Growth Attrition Analysis
- How To Determine The Growth Of My Best Customers
 - How To Determine The Attrition Rate Of My Best Customers
 - How To Determine The Growth Or Attrition Of My Second Year Accounts
 - What Are My New Account Sales?
 - What Is My REAL NTP? (Net Total Performance)
- 9:30–9:45 A.M.** Break
- 9:45 A.M.–12:00 P.M.** Sales Pipeline Management
- Focus 21 Sales Tool—Review And Discussion
 - Do I Have Enough In My Pipeline To Cover Attrition?
 - 15 Minute Break
 - Preferred Customer Profiles—How Do They Fit Into Your Sales Pipeline?
 - What Is My Closing Rate On All My Opportunities?
- 12:00–12:45 P.M.** Lunch
- 12:45–1:45 P.M.** Strategic Account Plans
- Review The Strategic Account Plan Template
 - Benefits Of Developing SAPs On Your Top 5 Current Accounts And Prospects
 - Should I Share My Plan With My Customers?
- 1:45–2:00 P.M.** Break
- 2:00–2:30 P.M.** Putting It All Together/Taking It To The Streets
- Using The 5 Tools
 - Where Do I Start?
 - Resources Available If I Have Questions
- 2:30–3:00 P.M.** Accountability & Key Learning Discussion
- What Will I Take Back And Implement?
 - How Will I Get My Manager Involved?
 - Future Communication, Connectivity, And Progress Reports
- 3:00 P.M.** Course Concludes

