

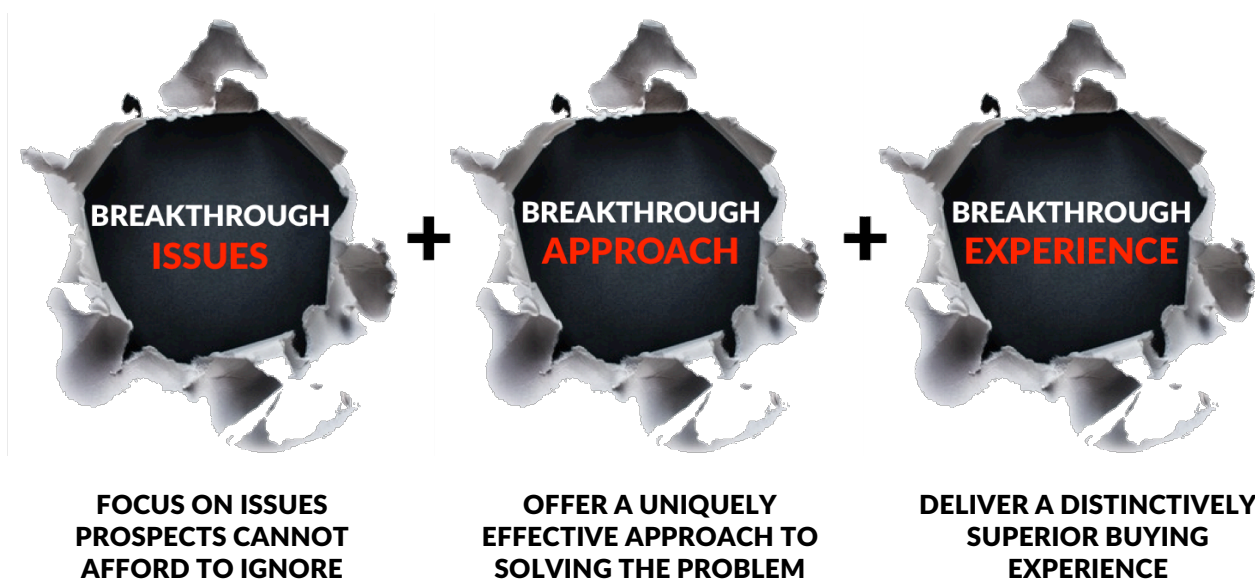
# BREAKTHROUGH!

## RETH!NKING THE FUNDAMENTALS OF MODERN B2B SELLING

It's obvious that B2B buying behaviours have changed dramatically over the past few years. It's not just the fact that buyers are better informed than ever before, or that they have become inclined to delay engaging with sales people until later than ever in their buying decision process.

And when sales people do finally manage to engage with a potential customer, they often find that their product knowledge is regarded as far less valuable than their ability to teach the prospect something new and surprising about challenges facing their business, and why they need to act.

The idea of incremental improvement is rarely enough to persuade prospects to act: They are looking for breakthroughs in the way they do their work or run their business. And they are expecting breakthrough strategies and a distinctively superior buying experience from any potential vendor.



It's no wonder that traditional sales and marketing strategies and techniques are proving increasingly ineffective - or that conventional solution selling programmes are unable to equip salespeople to cope with the new realities of B2B buying (McKinsey calculate that at least 75% of these initiatives fail and the training companies themselves admit that 90% of the learning is lost within 4 weeks).

Unlike conventional sales training programmes that are based around a rigid standard methodology, our customised sales and marketing performance improvement programmes combine breakthrough thinking with a flexible framework that reflects each client's unique business environment - and equips sales people to *target*, *engage* and *persuade* more of the right sort of prospects.

Every programme is uniquely tailored to reflect each client's specific performance improvement priorities and incorporates customised marketing and sales tools that equip sales people to identify breakthrough opportunities, to share breakthrough insights with their prospects and to adopt a distinctively different and provably superior style of selling.

## 3 STEPS TO BREAKTHROUGH!

Our tailored sales and marketing performance development programmes are designed to deliver tangible results quickly, and follow a well-proven and effective 3-step process:



### STEP 1: DISCOVER

Using a combination of 1:1 interviews with your top sales performers and most valuable customers, a detailed analysis of your current patterns of sales performance and interactive workshop sessions with key members of your sales and marketing team, we'll rapidly identify the key elements of the unique winning formula that will drive your organisation's sales skywards.



### STEP 2: DESIGN

Leveraging everything that we've learned during the discovery phase, we'll work with you to quickly and efficiently design and develop a core set of tailored sales tools that will serve to support and facilitate the key moments in your prospect's buying decision process - and equip your sales people to ensure that they make every customer conversation count.



### STEP 3: DELIVER

We'll deliver your initial skills development programme in a highly interactive classroom environment that will give your sales team the chance to practice their skills and learn from each other. Then we'll ensure that the learning and reinforcement continues through a customised coaching programme that ensures that your sales people's newfound skills are put to good use.

## RAPID TIME-TO-VALUE

You can expect to start to see tangible results - in terms of more effective sales conversations, stronger pipelines, shorter sales cycles, higher win rates and more consistent overall sales performance within just a few weeks of starting the programme. But this initial uplift is just the start - we'll set things up to make it easy for you to identify additional areas for improvement through a programme of continuous refinement.

Perhaps best of all, when compared with conventional sales training approaches, and taking the subsequent sales performance uplift into account, you'll find our programmes not only deliver rapid results - they also offer surprisingly good value.

If you're looking for a breakthrough approach to sales performance improvement, and determined to equip your sales people to thrive in an increasingly competitive environment, *we should talk...*

## ABOUT INFLEXION-POINT

Inflexion-Point Strategy Partners are one of the UK's leading B2B sales and marketing performance improvement specialists. Based on the latest research into B2B buying behaviours, our breakthrough thinking is enabling our clients to systematically *target, engage* and *persuade* more of the right sort of prospects.

### **Inflexion-Point Strategy Partners**

PO Box 8087  
Reading RG6 9GR, United Kingdom  
tel: +44 118 975 0595  
web: [www.inflexion-point.com](http://www.inflexion-point.com)  
email: [info@inflexion-point.com](mailto:info@inflexion-point.com)