

Getting Appointments with Decision Makers

Selling on Purpose

program details

Timeframe: 1 Day

Getting Appointments with Decision Makers:

A full day training session focused on developing the most effective mindset, tactics and skills necessary to set more appointments with decision makers. Our unique approach incorporates live calling to utilize the program in real time providing a quick return on investment and immediate Revenue Acceleration™.

Participants will learn to:

- Score more appointments with decision makers by using the Unfair Advantage *Navigate!* a call technique
- Master unrivaled methods to get past gate keepers
- Become mentally prepared to effectively speak with prospective clients
- Quickly qualify prospective clients
- Manage their own activity to maximize results
- Drive new business into an organization
- Accelerate their personal income

Getting Appointments with Decision Makers

A		B		REVENUE
Appointments with Decision Makers	X	Product Knowledge Technical Skills Presentation Skills Pipeline Management CRM Time Management	=	New clients New business from existing clients New channel partners New product sales
<p>Many companies invest in training programs which teach skills ("B") that are necessary AFTER a meeting is scheduled.</p> <p>The objective of the program is GETTING APPOINTMENTS with decision makers ("A"), which when multiplied with other necessary selling skills ("B"), results in exponential REVENUE GROWTH.</p> <p>APPOINTMENTS ("A") multiplied by SKILLS ("B") equals REVENUE GROWTH.</p>				

The Unfair Advantage Program enables your organization to accelerate your:

- Appointment to contact ratio (% of calls which result in an appointment)
- Number of New Business Opportunities
- Average Rep Productivity
- Average Sales Team Productivity
- Sales Team Enthusiasm
- Overall Job Satisfaction Within the Sales Ranks - Top to Bottom

our stats

Our clients have experienced a 300% increase in the rate in which appointments are secured with future clients through the Unfair Advantage program techniques.

Our clients set one appointment per rep, per hour on average during the training session.

The Unfair Advantage Revenue Acceleration™ program incrementally increases the productivity per rep by 20% to 40%.



UNFAIR
ADVANTAGE

For More Information

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Getting More Appointments with Decision Makers

Selling on Purpose

participant comments

"Excellent program! Needs to be done every quarter to keep every rep from falling into their old habits... I was pessimistic at the beginning, but I am a true believer now. Other classes are taught by guys who couldn't sell a bucket of water to a man with his hair on fire."

Account Executive

"Bringing to the table real life tactics is always a plus for training. I feel the principles and tactics will prove invaluable when put into disciplined action"

Sales Manager

"This was the BEST sales training course I have ever taken in my 20 years in sales. The whole sales force should go through this valuable training."

Senior Account Executive

"Unfair Advantage took our best practices and, along with other best practices, created a Sales Management Program that correlates activity with productivity... we see an elevation of team productivity."

Sales Manager



frequently asked questions

Q.
A.

What topics are covered?

- Formulating a winning mindset
- Developing clear goals
- Strategies for moving into & staying in the top 20% + of your industry
- Creating a compelling value statement
- Unparalleled method to access decision makers on first contact
- Proven tactics to secure meetings with decision makers

Q.
A.

Why does this model work?

The discipline is a combination of a multitude of fundamentals gathered over the course of 100+ years and tens of thousands of prospecting calls and live visits. Our methods and tactics have been tested in the field and revised based on results thus ensuring the highest rate of return.

Q.
A.

Are the results sustainable?

YES! By following through with the Unfair Advantage recommended course of action you will gain the ability to more accurately control the output of your sales teams.

about unfair advantage

Unfair Advantage Inc accelerates revenue for clients through the deployment of Selling on Purpose – Getting Appointments with Decision Makers training, and the Revenue Acceleration™ performance management system. Select clients include: ICAP/Bank Oxygen, Nextel, Sprint, PG&E, Intel, Sequoia Capital, Deloitte and Touche, Vocera, Celluphone, Pillsbury Winthrop, Cornish & Carey, & Musicmatch/Yahoo!

Based in Los Angeles, with offices in Philadelphia, Silicon Valley, Cincinnati, Nashville and London, Unfair Advantage, Inc., is a division of The Southwestern Company, comprising several business lines generating over \$500 million in revenue. Southwestern Company is the oldest direct sales company in the United States, founded in 1855.



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