

Are Both Your Top and Bottom Lines Growing?



It's no secret that the past decade has been hard on business that depend on their B2B sales staff to grow the business. Subtract the erosion of inflation and your price increases and you have your real sales growth numbers. Likely they are not where you want them to be.

Measure → Learn → Master

*B2B Sales Essentials*SM measures the ten essential B2B sales competencies (below) and answers these important questions:

- How well does my team know the current and emerging best practices associated with business to business selling?
- Does my team *consistently apply* those practices?
- How am I addressing the *performance gaps* of my sales team in critical areas like needs assessments, account management, and biz dev?
- How can *new selling strategies and technologies* be infused in our existing approach?

Realize Key Benefits

- **Consultative Selling Approach** – promotes trust and long-term relationships.
- **Incorporates Current & Emerging Technologies** – leverage both to drive more sales.
- **Holistic Sales Model** – sharpens skills across all elements of an effective sales process.
- **Strengthens Performance Management** – focuses on the drivers of sales results.
- **Complete Solution** – Online assessment with focused training to close gaps.
- **Value Pricing** – value priced to ensure easy adoption by individuals or organizations.





A Best Practices Design

A team of successful sales leaders identified the following elements to create the *B2B Sales Essentials*SM Assessment and Development Guide:

- **10 Competencies** – a *competency* is defined as the set of work-related skills and behaviors needed to effectively perform a role.
- **63 Sub-Competencies** – a *sub-competency* is a specific aspect of a competency which supports its successful execution.
- **363 Best Practice Behaviors** – a *best practice* is defined as a methodology or approach known through experience and research to produce near optimum results.

Simply put, there is no instrument on Earth that is this current and measures B2B sales competence more effectively.

Tailor the Best Solution

The chart below provides the different components for a custom solution to meet your needs:

Option	Description
The B2B Sales Essentials SM Knowledge-Based Assessment (KBA)	<ul style="list-style-type: none"> ▪ Measures the participant's knowledge and understanding of current and emerging B2B sales best practices ▪ Delivered online or in a proctored environment.
B2BSE SM Development Guide with Action Planner	<ul style="list-style-type: none"> ▪ Self-paced guide to B2BSE best practices. ▪ Complete with tools, templates, and action planner. ▪ E-format with hyperlinked for rapid navigation.
Powerful Learning Modules	<ul style="list-style-type: none"> ▪ Traditional or virtual classroom options
Options for Customization & Sales Management Development	<ul style="list-style-type: none"> ▪ Interpretation ▪ Customization ▪ Re-assessment ▪ Sales Management training for the B2BSESM program. ▪ Topgrading

A Complete Solution

Let BMG design a *B2B Sales Essentials*SM training program specifically for you to close your team's gaps in knowledge and performance. We can provide training and tools for your sales leadership team for effective follow-up in the field to assure all staff fully masters each of the B2BSESM best practices.

Mega ROI!

The *B2B Sales Essentials*SM program is designed to work in ANY business-to-business sales environment, whether product or service-based! Following implementation, your organization can enjoy both a significant and long-lasting ROI. The skills that are learned, mastered and applied will provide years of payback!

What could your organization do with a double-digit growth?

An example of utilizing B2B Sales EssentialsSM to deliver measurable improvements in sales & profits:



A better solution is just a phone call or email away! If you're ready to accelerate your B2B Sales and profits, please contact us at info@boyermanagement.com or call **215-942-0982**.



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Boyer Management Group
45 Black Rock Drive
Holland, PA 18966