

## Interested in Increasing B2C Sales and Customer Loyalty?



Business-to-consumer (B2C) sales. It's not retail and it's not B2B. To be successful, B2C sales professionals must be able to build rapport, trust, and credibility with people they are meeting for the first time, then present compelling solutions to what prospects want and need. Your B2C organization's top and bottom lines depend on having highly effective B2C sales professionals.

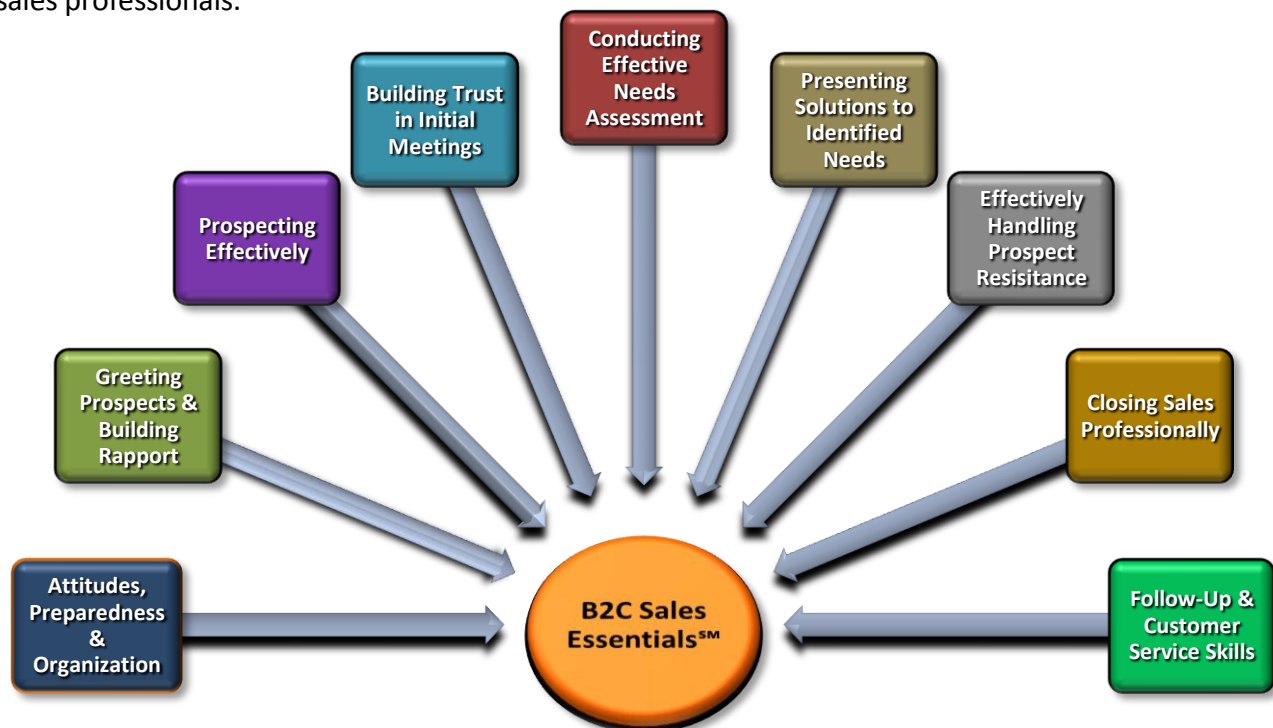
## Measure → Learn → Master

The *B2C Sales Essentials*<sup>SM</sup> Assessment measures nine essential B2C sales competencies (diagram below). It answers these important questions:

- How well does the candidate we're about to hire know the **current and emerging best practices** associated with business-to-consumer selling?
- Does our team *consistently apply* those practices?
- How am I addressing the *performance gaps* of our front-line staff in critical areas like needs assessments, suggestive selling, and customer service?
- How can our staff become our competitive advantage that drives customer loyalty?

## Realize Key Benefits

- **Best Practices Model** – the *B2C Sales Essentials*<sup>SM</sup> Assessment (B2CSE<sup>SM</sup>) is built on current and emerging business-to-consumer sales best practices.
- **Product and Service Agnostic** – B2CSE<sup>SM</sup> works in **any industry** with any product or service sold in a B2C environment.
- **Probes Where Interviews Don't** – provides significant insight into someone's true knowledge.
- **Taken Online** – easy access from any computer or tablet.
- **Powerful Dashboard Report** – measures individual results against both your internal staff and international benchmarks to correctly identify strengths and need areas.





## A Best Practices Design

A team of successful B2C leaders identified the following elements to create the *B2C Sales Essentials*<sup>SM</sup> Assessment and related modular B2C sales training:

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

You have far too much riding on the results to assume or guess what your staff understands about retail sales best practices.

## Ideal for These Industries

B2CSE <sup>SM</sup> Works Well For:
<b>Automotive Sales &amp; Leasing</b>
<b>Daycare &amp; Nanny Services</b>
<b>Entertainment</b>
<b>Homebuilding</b>
<b>Home Improvement &amp; Remodeling</b> Additions ♦ Bathrooms ♦ Kitchens
<b>Home Maintenance</b> Cleaning ♦ HVAC ♦ Gutters & Landscaping & Lawn Care ♦ Pool & Spa Care ♦ Roofing & Siding ♦ Windows
<b>Home Security Services</b>
<b>Marine Sales &amp; Leasing</b>
<b>Medical Equipment &amp; Devices</b>
<b>Personal Services</b> Catering ♦ Health & Life Coaching Massage ♦ Photographers Wedding & Event Planning
<b>Professional Services</b> Accounting ♦ Brokerage ♦ Financial Planning ♦ Insurance ♦ Legal Services
<b>Real Estate Sales &amp; Leasing</b> Residential ♦ Apartments ♦ Condos
<b>Showroom Retail</b> Appliances ♦ Computers Electronics ♦ Furniture ♦ Flooring
<b>Timeshares, Travel &amp; Vacations</b>

## A Complete Solution

Let BMG design a *B2C Sales Essentials*<sup>SM</sup> 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 B2CSE<sup>SM</sup> best practices.

### Mega ROI!

The *B2C Sales Essentials*<sup>SM</sup> Assessment is designed to work in ANY retail or business-to-consumer sales environment with any product or service. Consider what the impact of increased sales and margins per staffer, plus more repeat customers, can do for your organization! The skills that are learned, mastered and applied will provide years of payback.

**An example of utilizing B2C Sales Essentials<sup>SM</sup> 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 B2C sales and profits, please contact us at [info@boyermanagement.com](mailto:info@boyermanagement.com) or call **215-942-0982**.

*With the cost of a bad hire easily exceeding \$15,000, can you afford not to invest less than \$100 to measure whether or not your candidate can sell?*



Boyer Management Group  
45 Black Rock Drive  
Holland, PA 18966