

The Sales Cycle Lab™

Every manager has experienced it. You're on the phone with your rep and was told that a sale that you both thought was a slam dunk just went to a competitor. You're wondering what happened and how it could have been prevented. Learning how to dissect and diagnose their own sales cycles is the most effective way for reps to understand what causes sales cycles to stall and fail, and what they can do to prevent it from happening.

The Sales Cycle Lab™ is the newest stand-alone component of the ZoomSelling™ system. As demonstrated in our recent analysis of over 6,000 sales cycles (access the report on our website), the majority of lost sales are directly attributable to the rep's failure to effectively address one or more of the three key outcome drivers (*message, people, and frequency*) during the sales cycle.

Stop-action exercises. After learning the concepts related to the three outcome drivers, participants are presented with progressing segments of both failed and successful sales cycles from their own team and industry, along with some from other industries. Following the review of each sales cycle segment, participants use *The Sales Cycle Lab™* analytical tools provided to evaluate the sales actions that have taken place thus far, measure the momentum built, and determine the probability of a successful outcome. Participants then have an opportunity to troubleshoot and make their own recommendations for improving the probability of a successful outcome based on any problems uncovered.


Developed as a stand-alone module for companies that want to improve the results of their current selling process, and for those companies that need a high-impact training program that will quickly boost sales, the course is highly interactive and supported by video and audio components along with case studies. Reinforcement training is available and always recommended.

WHAT YOUR REPS WILL LEARN

- The three most important drivers of sales cycle outcomes
- How to incorporate these drivers into every stage of the sales cycle
- Momentum - how to create it, build it, measure it, and maintain it
- How to accurately assess momentum based on the three key drivers
- How to troubleshoot and make quick and effective corrections during the sales cycle
- How to recognize and eliminate their own habitual lost sales patterns so that history doesn't repeat itself



**Hundreds of Companies
Thousands of Success Stories**



**AT&T FedEx GE Shell
Suntory Case Corp Canon
NCH Bristol-Myers Squibb
Pioneer Volvo Interface
Buckman CSM Jamison
Reliance Aquapure JCB
DS Waters IP Mack Trucks
Marubeni ...and many more.**

System Stand-Alone Modules

- Territory Plan Development°
- Prospecting: Search & Rescue°
- The Sales Cycle Lab™
- Breaking Competitive Accounts°
- Making Effective Presentations°
- Selling Within the Bid Process°
- Negotiating to Win-Win°
- Defending the Business°