

ZOOMSELLING™ System Overview

The *'Science of Winning'* isn't just some catchy tag line; it's what the *ZoomSelling™* system is based on...science. Specifically, it's the science of sales momentum; how to create it, how to build it, and how to maintain it to achieve a successful outcome. The three key drivers of sales momentum are *message, people, and frequency*. As basic as these drivers are to the selling process, this is where reps most frequently stumble.

Our recent analysis of over 6,000 sales cycles (access report on our website) established that the majority of lost sales aren't due to issues like price or poor closing skills, although these often play a part; the major cause of most lost sales was a weakness in one or more of the three key outcome drivers. It's interesting to note that average close ratios for new customer acquisition, an important measure of selling effectiveness, has remained essentially unchanged since the mid-80's when we first began researching sales cycles during our customization process for new clients. What this and other evidence reveal is that sales reps continue to struggle with these key outcome drivers in spite of CRMs, traditional sales training, and advanced communication technologies.

ZoomSelling™ training places much more emphasis on the science of sales momentum and the importance and impact the three key outcome drivers have on creating, building, and maintaining sales momentum. The result is a dramatic increase in the average close ratios of the sales teams we train. As one manager put it, "Your training turned average reps into superstars."

Whether you need a single module or a complete selling system, *ZoomSelling™* has proven highly effective for producing sustainable results quickly. Our clients include hundreds of companies ranging from global giants, such as GE, AT&T, and Marubeni, to national and regional companies in over 45 countries. All of our programs are customized to your products/services, markets, competition, and specific sales challenges.

Interactive and hands-on from beginning-to-end, our programs include video and audio components along with case studies to support individual and group exercises. Reinforcement training is available and always recommended.



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[®]