

Sales Accelerator Process

A six step process to guide a salesperson to select high potential accounts, connect quickly, discover desired business results, advise on the best solution, and close with a final agreement on their proposal.

1. IDENTIFY

Select High Potential Accounts

- Identify Overview
- The Power of Targeting
- Account List Management Strategy
- Prioritizing Your Own Account List
- Your Role with Inbound Marketing
- Finding Leads
- Qualifying Leads

2. CONNECT

Use Insights to Develop a VBR and Make a Connection

- Connect Overview
- Professional Branding
- Understanding Target Persona
- Decision Maker and Decision Influencers
- Developing a Valid Business Reason
- Plan Your Approach and Don't Give Up
- Connecting with Prospects
- Using Video in the Sales Process
- Set the Stage for a Successful Meeting

3. DISCOVER

Lead with Insights and Uncover Desired Business Results

- Discover Overview
- Prepare Yourself and Prepare Your Prospect
- Getting Prospects to let their Guard Down and Open-up
- The Art of Asking Questions
- Think Like an Owner
- Discover Meeting Outline
- Uncover Desired Business Results with the 4As Needs Analysis
- Discover Recap

4. ADVISE

Recommend the Best Solution to Deliver Desired Business Results

- Advise Overview
- Determine Solution Path
- Tailor a Proven Solution
- Remove Surprises
- Talking about Price
- Overcoming Objections
- Create No-Surprise Proposal

5. CLOSE

Gain Final Agreement with Your Proposal

- Close Overview
- Present Like a PRO
- Closed Won
- Closed Lost

6. GROW

Keep Your Promises, Sell Success, and Grow the Account

- Grow Overview
- Implementation Plan
- Deliver Results
- Discuss Results
- Discover Next Assignment

