

Sales Force Productivity  
Conference 2013  
7-9 October, Atlanta, Georgia

# Sales Training: A Eulogy

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President, CEO  
AXIOM Sales Force Development





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**ACTIVITY** × **PROFICIENCY** = **SALES**

New opportunities  
New proposals

Closing ratio  
Proposal ratio  
Average sale value

## **Selling behavior**

Environment  
Selling behavior  
Customer Engagement Methodology

Prospecting

Qualifying

Presenting

Negotiating

# Billions Are Spent Annually in an effort to Improve Selling Behavior and Results



## Is it working?

# Billions Are Spent Annually in an effort to Improve Selling Behavior and Results



Low Adoption  
High Turnover  
Missed Targets  
Shrinking Margins  
Inaccurate Forecasts  
Low Participation Rates

Poor Customer Satisfaction



# The Learning Sales Organization

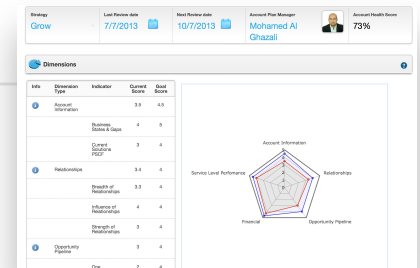
## Training



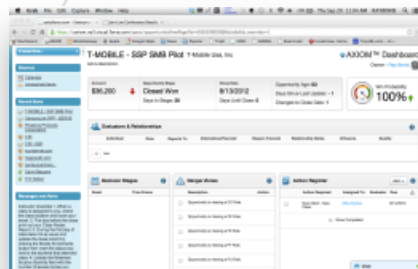
## Online Learning Activities



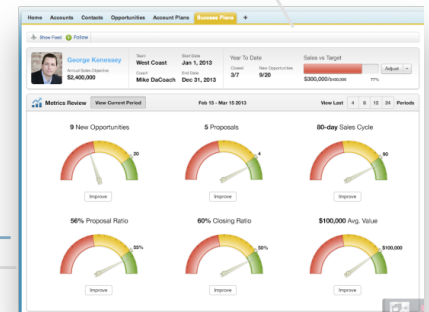
## Account Management



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## Opportunity Management



## Sales Coaching

## Driving Sustainable Behavior Change



# Driving Sustainable Behavior Change





# Driving Sustainable Behavior Change



# Driving Sustainable Behavior Change



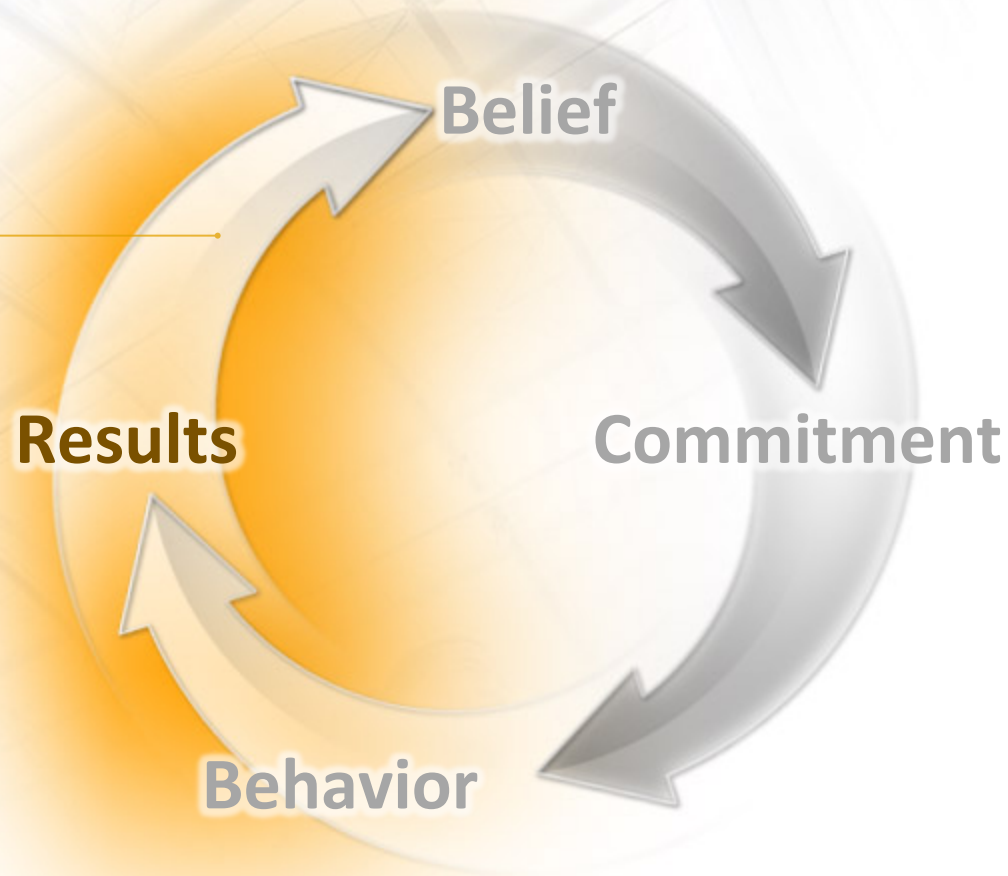
Tools, Learning  
Library

Supports accountability  
for sellers and managers

# Driving Sustainable Behavior Change

## Reward Improvements

Deepens belief and commitment



# The Learning Sales Organization

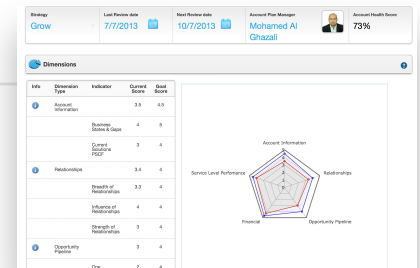
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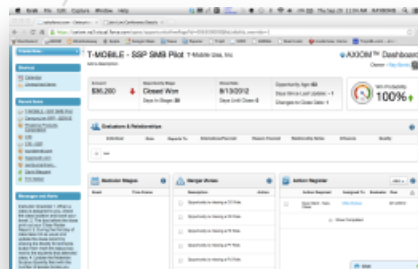
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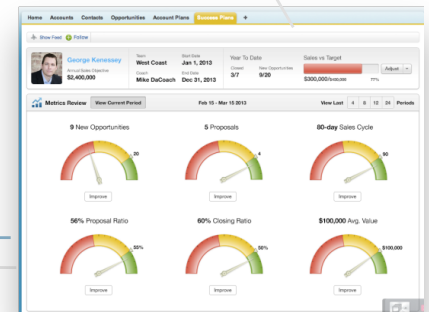
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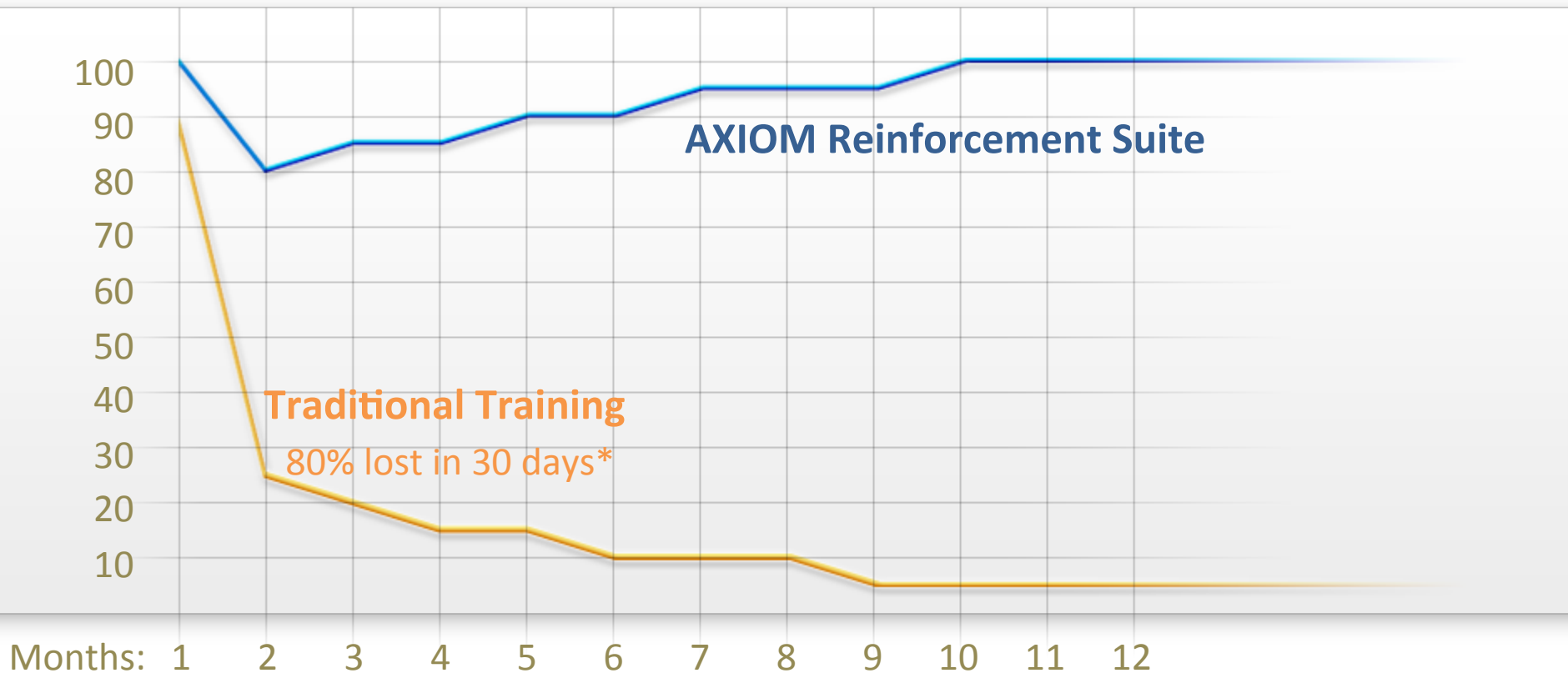
## Opportunity Management



## Sales Coaching

# The AXIOM Advantage

Sales Behavior Change Proficiency:





# Q and A

**Please remember to speak into  
the microphone – we're recording!**

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# Thank you!

