

OXGN[®] Sales Essentials

A Program that Breathes
Life into Every Sale



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OXGN[®] Sales Essentials is a customized program for sales professionals that promotes and develops the key essential strengths of your sales force.

This program shifts the sales professional's mindset from "order taker" to "engaged advisor." Becoming an engaged advisor requires a consultative approach to selling.

Establishing solid consultative sales skills will become second nature to your sales team members and thus will increase your bottom line and your market share.

OXGN's goal is to enable every sales professional to turn every lead into a sale and every sale into a customer reference.

Ask any sales person to define the key characteristics of a successful sales person and you will get as many different answers as there are sales people.

Most will acknowledge that the client must be emotionally involved in the process and involved in the final solution. We refer to this emotional involvement as "engaged advisor" status.

Achieving "engaged advisor" status is a critical success factor. But reaching that level can be elusive for many sales professionals. It doesn't have to be that way.

At **RVB Associates**, we recognize at least three different levels of sales people:

- 1 **Product sales**
- 2 **Product application sales**
- 3 **Engaged advisor sales**

Most sales professionals strive to adopt an engaged advisor approach but actually perform as product sales people, advocating features and functions. As a result, many customers experience product-selling versus client-solution-oriented selling.



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Our proven methodology is very simple: The premise is “there is no magic to successful sales”. Success in sales requires good common sense skills and the ability to authentically connect with every client.

OXGN develops skills that become second nature to the sales professional including:

- 1 Identifying** a deep understanding of your clients’ business and industry by building a detailed, business DNA.
- 2 Building** a relationship on mutual respect and trust.
- 3 Recognizing** when to give and take during the sales process and when and how to ask for the order.

At **RVB Associates**, we believe that a deep understanding of your client’s business and challenges is the best way to differentiate your company’s products and services. Matching solutions to business challenges then becomes less arduous and more meaningful to the client.

RVB Associates with over 25 years in building successful solution selling teams has developed the **OXGN Sales Essentials Programs**. It is geared towards any individual that interacts directly with the customer base: customer service reps, pre sales technical reps, inside sales reps, field sales reps.

The OXGN – Sales Essential is a three day program: two days classroom training and one day sales planning workshop

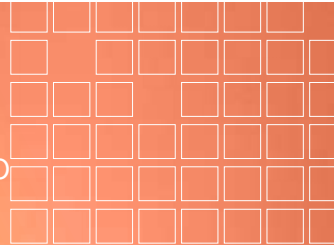
OXGN Sales Essentials Course Description

The **OXGN** Sales Essentials course objectives:

- » **Establish** baseline sales skills and competencies using a (research based) multi-rater instrument.
- » **Demonstrate** consultative skills and behaviors that result in engaged advisor status with the client.
- » **Demonstrate** exceptional presentation skills for formal and informal presentations
- » **Demonstrate** self-reflective practices that sustain constant learning and self-development.



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Program Topics

O Opening Techniques

- » A successful “first date”
- » Establish credibility: “Does this vendor understand my business, market segmentation and challenges?”
- » Relationship building- GOAL – become a engaged advisor

X Information Exchange – The Get and Give

- » Advancing the sales cycle
- » Build a scorecard: Identify the information you need from your client and the information your client needs from you
- » Is it better to “give” than to “receive?”
- » Essentials for keeping score and winning

G Gathering Information

- » Techniques in building a “business DNA”. Is this important? Why?
- » Key elements in the consultative process
- » Gaining influence = “ask & tell”
- » Identify challenges and develop strategies to counter those challenges. “The deal starts with NO!”

N Next Steps

- » Identify the three critical elements of every “buy decision”
- » Develop the solution
- » Techniques to present the solution
- » Handle all objections
- » Restart the sale after “NO”
- » Close techniques

RVB Associates is a consulting firm specializing in leadership, team and individual development.

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