

**pds**

**Your Line of Sight to Success!**



*Driving Revenue  
Through  
People Development*

**ALEX™**

*Your Line of Sight to Success*

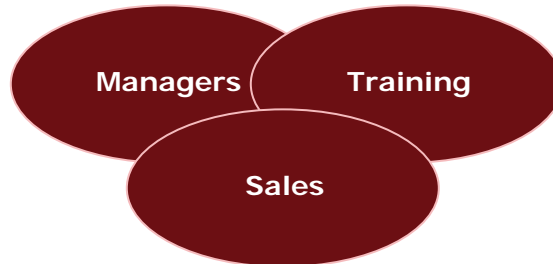
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## Building Evidence-Based Selling Processes

As a prospective client, you own your sales process, competencies, and evidence content. It's PDS's job to ensure that people are providing evidence of their efforts to drive revenue.



### Potential Benefits

#### Leadership

- Increase revenues through evidence-based coaching to your key selling competencies
- Increase the focus of coaching interactions
- Improve leadership and sales management competence
- Hold managers responsible for people development
- Reduce the overall cost of management

#### Training

- Identify evidence-based content for in-house training
- Build credibility with the field, e.g. tying performance improvement to revenue generation and measurement
- Build a value bank (e.g., "Best Practices") to capture replicable issues for improving chosen competencies
- Increase visibility as "keepers of the evidence" for competency training
- Enhance coaching skills for personal advancement
- Reduce costs of training

#### Sales

- Demonstrate evidence of growth in the chosen competencies
- Apply competency improvement to sales performance and results
- Create & deliver value to the client
- Move from commodity-centric to value selling
- Reduce delivery cycle
- Reduce sales cost
- Enhance competitiveness

#### Organization

- Better utilization of sales metrics - on what it takes to win and lose
- More effective use of resources
- Identify career potential/talent
- Better retention
- Better recruitment

## Sales Based Practicums



### A Unique Form of Sales Analysis Session

#### Pre Deal-Mover Practicum

- Identify possible deal blockers
- Analyze deal blockers, competency issues, sales strategies and tactics
- Fulfill internal protocol obligations

#### Deal-Mover Practicum

- Use deal conditions to enhance strategies and tactics in:
  - Calling up and out
  - Delivering differentiable value
  - Creating & delivering value
- Challenge existing conditions
- Emphasize the unknown (e.g. vulnerability)

#### Post Deal-Mover Practicum

- Coach managers and training personnel
- Schedule next steps - prioritize possible win loss revenues
- Capture and position replicable value
- Review and optimize evidences for replication

## PDS' Approach

Our role is to work ourselves out of a position so that you are prepared to do what we do.

You will learn to include cross function capability in this process such as:

- HR
- Operations
- Marketing
- Training

Our job is to help you create evidence of increased competency for:

- Managers and coaches
- Sales people

- Training people

They must act as one ... integrated and dedicated to the common goal of **increasing revenue**.

We help you “cascade the development process” – or, drive improvements down into the organization, making sure along the way that competencies and evidences are documented so that they continue to be replicated.

The challenge is to build a credible leadership and coaching cascade that is modeled in everyday life. Your leadership needs, above all, to model consistency and focus coaching down to the next level in the “sales cascade.”

The **Cascade Process** involves:

- Creating workable competency connections from one level to another
- Building momentum by making what works visible to all participants and rewarding success
- Sustaining change by documenting evidences of improved performance at each level in the organization
- Creating sales tools that evidence improved competence not ones that are distracting
- Making sure that the various levels of the sales organization act on evidences that clearly produce better results, and begin to reduce the amount of inactivity.

**AND REMEMBER.....**

*Be Wrong, Be Right ...  
But don't be confused!*

**Measure Competency Improvements *and* Tie it to Results**