



We believe that today's leaders require new tools and insights in order to be successful. With the responsibility for success squarely on the shoulders of leadership, adapting style to fit situations and coaching opportunities is a challenge for even the most experienced. Leadership energy is an organization's most important and scarce resource. A leader's time and attention must be directed toward facilitating change toward the successful creation and implementation of strategy.

Whatever the challenge, a leader must understand how s/he perceive and affect their team and circumstances around them; self awareness is the cornerstone to success.

**PVC
Selling**

**Program
Overview**

PVC Selling: A Strategic Approach™ with TAIS Inventory is a 1 to 3 day program to assist sales professionals to win business. PVC Selling is a proven sales, retention and growth methodology focused on developing the competencies and attributes associated with politics ("P") in the business world, identifying and articulating value ("V"), and building competitive immunity ("C"). In addition to improving the key strategic sales competencies, PVC Selling coaches participants on enhancing their innate selling style using TAIS Inventory™, the world's leading performance psychometric. PVC Selling is highly interactive and offers participants live, hands-on experience with "real deals" that will help them and their organizations win real revenue. Implementation of the PVC Selling process has the power to demonstrate and measure the sales effectiveness of small and large global sales teams alike.

Modules

The Attentional and Interpersonal Aspects of Strategic Selling

- Each participant self-administers TAIS inventory on the internet before attending the program. They will receive a 25+ page sales report that explains the foundation that determines their success and challenges as a strategic sales professional. Being aware of how they concentrate, what they are distracted by, and what their leadership, communication, social and performance styles are will dictate how they approach their complex world of sales...and their ultimate success!

Today's Selling Environment

- Introduces participants to how selling has changed over the past few years and how sales competencies have needed to keep pace. The APIE Sales Process™ is examined within the context of winning business.

Politics

- Participants learn how power is distributed in organizations by change and influence. This module teaches how to map the political infrastructure of their customer's organization and position oneself for political advantage. In addition, attendees are



taught to analyze the quality and extent of existing contacts, and how to select politically appropriate individuals to assist in their sales campaigns. Management penetration and the “Rule of 9” are also key.

Value

- Trains participants to articulate value in terms of value statements and propositions. Participants learn how to target value messages to specific audiences based on the PVC Snapshot Analysis of each revenue opportunity. Using the CPRS Questioning Model™, participants can efficiently and effectively discover how their organizations can add true value to their clients.

Competition

- Identifies strategies and tactics that must be put into place to gain new business and establish/continue long-term relationships with existing customers. This module teaches how to develop profiles of competitive sales situations in terms of the classification of sales strategies and engaging and defeating the competition. Defeating the competitor’s strategy is a key objective of this module.

The Executive Conversation

- Gaining access to the “C Suite” is often stated as the number one challenge for strategic sales professionals and their organizations. This module is designed to explain why execs are different and how to leverage that difference. Asking high impact questions and understanding the “unspoken elements” of the executive sales call is the primary focus.

Relationship Management: Retention and Growth

- Understanding the dynamic of a business relationship along with the essential communication skills needed for the retention and growth of existing customers is central to this module. High yielding, “farming” relationships are often the key to a sales organization’s long term success and managing these accounts require a different emphasis on sales competencies and attributes.

PVC Selling: A Strategic Approach utilizes live account analysis throughout the program, allowing the participants to immediately apply the PVC principles to their sales quotas. Time out of the field seldom becomes an issue as they are concentrating on their current deals every minute of the program.

Program Goals

Organizational Objectives

- Introduce and support a common methodology and language for managing sales opportunities throughout the sales organization.
- Deliver the tools necessary to improve the win/loss ratio of the sales team.
- Reduce cost of sales while increasing hit rate and revenue streams
- Assist sales management in the ongoing assessment of their teams’ sales competencies and attributes to enhance the impact of their coaching.



Individual Objectives

- Complete a strategic sales plan for a current revenue opportunity.
- Align sales behavior to current buying trends.
- Identify and articulate the value that can drive a sales campaign.
- Develop sales strategies that recognize politics as an important source of leverage in the sales process.
- Understand how competition can be managed and defeated using proven approaches.

Program Deliverables

PVC Selling: A Strategic Approach™ includes:

- A 116 page participant guide for PVC Selling and a 40 page workbook for TAIS inventory
- A personalized 25+ page TAIS inventory report that compares the participant to exemplar sales professionals along 19 relevant factors
- A customized Sales Coaching Report written by a Psychologist to assist the participant in enhancing their sales performance
- An electronic PVC Selling Account Planning tool that guides the participant through their revenue opportunities using the PVC Selling tools.