



**GET THE CRITICAL FIVE PERCENT.**

**5% → +€**

REALITY TRAINING  
SALES EXCELLENCE  
**.CPC**

*Increase  
Performance!*



**“FIVE PERCENT MORE IN SALES OFTEN  
MEANS 100 PERCENT GREATER SUCCESS.  
THE REALITY FORMAT SHOWS YOU  
HOW TO MAXIMIZE EVERY POTENTIAL.”**

Gerald Kimmel, Partner at CPC

# **GAIN CUSTOMERS, DEEPEN RELATIONSHIPS: SALES VIRTUALLY BEGS FOR DEVELOPMENT.**

**Sales employees play a critical role: they are the company's "best foot forward". Other employee groups also have direct contact with customers or are entrusted with sales activities.**

When an offer is tendered, for instance, project managers discuss their roles with the customer or need to identify potential new business from the customer. Leadership is therefore called upon to build and continually develop a strong sales- and customer-oriented team.

In addition to its employees, the company's internal sales structures and methods are essential for sales success. Because the demands in this context are constantly evolving, sales is under never-ending pressure to adapt. Far-flung sales groups are called upon to network, for example. Merging or restructuring company divisions, working new sales channels, and introducing new products all add to the challenges. In each of these cases, companies must ensure that the employees involved have a firm grasp on the sales structures and methods.

**In companies with ambitious goals and strong competition, it is critical for each and every person (!) involved in sales to acquire lasting, top-of-the-line qualifications.**

This applies not only to the core sales team but to employees whose main focus is not sales per se. Even experienced sales professionals can sometimes go off course or "jump the gun" – in that sense, there is no such thing as too much training. Case in point: What works today may be obsolete tomorrow.

# MAXIMIZE COMPETENCE: TRAIN UNDER REAL CONDITIONS.

**Our experience has shown that boosting sales performance demands critical scrutiny of familiar patterns and behaviors as well as developing new competencies. Training therefore needs to focus on the following skills as befits each target group:**

**1 Sales skills**  
Tough competition compels employees to identify sales opportunities as well as motivate customer purchases – with enthusiasm and conviction. This requires:

- **The competence to cultivate and maintain customer relationships**
- **The ability to sway customer decisions**
- **Insight into customer situations and needs**
- **A portfolio of tactics for effective customer and negotiations management – a challenge for even the most seasoned sales professional.**
- **Self-motivation and high frustration threshold**

---

**2 Sales methods**  
Employees must be in a position to understand and successfully utilize structures and methods in market development. This applies in equal measure to effective interaction between company divisions (e.g., inside and outside sales). This is the only way to draw out all the hidden internal potential – from identifying sales opportunities and sales-supportive behavior to extended acquisitions.

But how do we rehearse and develop these skills in a real-world environment? **CPC has the right solution – sales excellence reality training.**

**3 DAYS**

**REALITY TRAINING SALES EXCELLENCE:**

**AMBITION.**

**EXPERTISE.**

**INTERACTION.**

**= SALES PERFORMANCE**



# **BOOST SALES PERFORMANCE:** WIN DEALS AGAINST TOUGH COMPETITION!

**In sales excellence reality training, participants experience genuine sales challenges under realistic conditions, Employees with varying levels of experience from across the company are able to develop increased sales competency and push their own to performance to high levels.**

So that reality training addresses the client's specific sales challenges, experienced CPC consultants clarify in advance the specific needs, the target group and its development goals. Using that information as a base for the reality training, we create or use a fictitious company with its own offices, employees, products and customers.

**Participants must then consistently prove themselves in real sales situations.** We confront them with demanding tasks throughout the sales cycle. The objective might be to acquire new customers, maintain relationships, stand up to the competition, recognize sales opportunities, lead customer negotiations, market new products, or solve critical customer situations.

In their interaction with the stakeholders – outside customers or internal superiors, colleagues, accounting control or legal – **the primary goal is conviction and credibility under pressure.** It also reveals if employees can successfully use the existing sales structures. Participants work in this challenging environment on their own and in teams.

**The sales excellence reality training produces effective learning in the shortest possible time. Under constant exposure to real customer situations and steady feedback from the different stakeholders and coaches, employees challenge old behaviors and are inspired to apply the lessons learned. Sales performance visibly improves.**

# SALES EXCELLENCE DELIVERED: BENEFITS AT A GLANCE.

**Sales excellence reality training teaches the skills that immediately impact sales performance in day-to-day operations. The format is customizable and suitable for members from every corner of the sales organization – beginners and seasoned professionals alike benefit. Moreover, employees whose main responsibility lies outside of sales develop valuable sales competency.**

Unlike classroom training, the realistic setting raises awareness and fosters a willingness to learn by confronting participants with genuine customer situations.

---

## **1 Participants witness first-hand the impact of their behavior and whether their sales approach is effective.**

In so doing, they become aware of their internal demeanor, hidden weaknesses, and recipes for success.

---

## **2 Personal stocktaking is an inherent part of the process.**

Seasoned reality training experts take on the roles of customers, superiors and colleagues and thus illustrate the different stakeholder perspectives, which in turn provides employees with valuable feedback. They can apply new skills immediately.

---

## **3 Employees become more confident in dealing with customers.**

They also develop a keener awareness of hidden opportunities.

Reality training thus promotes the personal development of each and every participant. Internal company interaction also improves.



**“OPPORTUNITIES AND LEADS ARE OFTEN MISSED IN THE WORKADAY WORLD. CUSTOMERS ARE LOST. SALES EXCELLENCE REALITY TRAINING REVEALS WHERE AND HOW TO IMPROVE.”**

Gerald Kimmel, Partner at CPC



## REFERENCE CASE:

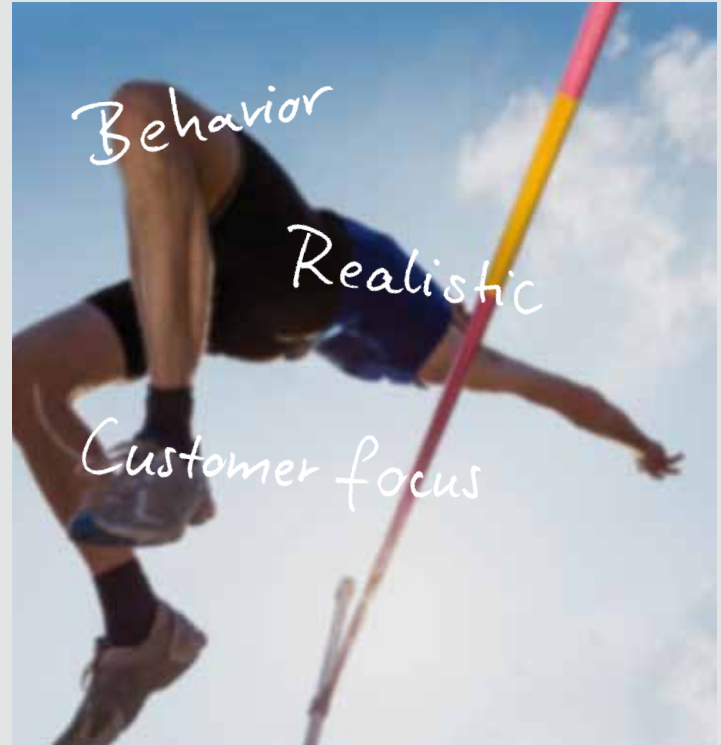
### SALES EXCELLENCE REALITY TRAINING APPLIED IN OPERATIONS.

**How do you win a contract in the double-digit millions that the customer, a well-known industrial firm, really wants to give to the previous provider? That was the very challenge facing our client, a leading international systems house.**

In response to a new call for tenders, the company applied for an extensive IT operations contract with one of their key customers. The problem? The initiator of the bid had no interest in making a change.

Instead of issuing a standard, run-of-the-mill bid, the project manager decided to use sales excellence reality training as preparation. A powerful team would be formed, comprising everyone involved from throughout the company, and equipped with a pitch that would overwhelmingly convince the end customer to switch suppliers. Our client's core condition: CPC should recreate the circumstances of the scenario as realistically as possible.

First we determined the end customer's basic requirements and the risks associated with a switch in vendor. The substance of the solution as well as the presentations, customer meetings and negotiations were all oriented to the perspective of the potential buyer.



**Based on the requirements, the critical sales presentation was painstakingly crafted and internalized during the three-day sales excellence reality training. Tactics, approaches, and results were continually fine-tuned. Other key outcomes were:**

- Sales associates were distinctly prepared for incisive positioning of the offer with the potential customer. The risks associated with a change were not glossed over, but addressed head-on with ways presented to successfully manage them.**
- Members of the team developed an unwavering, crystal-clear customer focus. CPC consultants also shared techniques on how to properly approach a customer and improve teamwork.**
- Participants created and internalized a shared “plan of attack” including preparation for conflict situations and potential customer objections.**

Because the training participants needed to negotiate, make presentations, and interact in a real-world environment, they quickly developed a strong sense of team. Tactics, consensus-building, and cooperation steadily improved.

The big sales presentation was scheduled for two weeks after the reality training. To the potential buyer’s amazement, an attractive offer lay on the table, which was eventually accepted after further negotiations. The deal was done. Two factors proved critical:

- 1** The cohesive, highly professional, and knowledgeable comportment of the entire team.
- 2** The detailed and proactive approach to addressing the risks associated with a supplier change. Our client’s competitors, on the other hand, deliberately skirted the issue.

Thanks to this enormous success, our client decided to revisit sales excellence reality training for future challenging sales situations.

**i** You can find further information on [www.cpc-ag.de](http://www.cpc-ag.de)

CLIENTS  
**.CPC**



CPC Unternehmensmanagement AG  
The Squire 11  
Am Flughafen  
60549 Frankfurt am Main  
T +49-69-56 03 03 03  
F +49-69-56 03 03 05  
contact@cpc-ag.de  
www.cpc-ag.de

**.CPC**



**GERALD KIMMEL**  
PARTNER

M +49-171-710 60 76  
g.kimmel@cpc-ag.de



**SEBASTIAN KEIM**  
SENIOR MANAGER

M +49-171-713 65 12  
s.keim@cpc-ag.de