

NEVADA  
Industry Excellence  
"YOUR STRATEGIC GROWTH PARTNER"



| Re: Sales

The Regarding Sales, LLC Team & Nevada Industry Excellence are partnering to offer sales strategies, systems, management, and assessments to drive and improve sales and revenue for Nevada's industry and businesses.

# Sales Growth Programs



**What every business and sales executive needs to know, do, and have in place, for improving sales**

*The Regarding Sales hands-on, approach results in actionable plans and successful sales growth!*

The Sales Operating Systems Approach and Sales Management Coaching Programs will give you the systems, processes and structure to positively impact sales results. With a set of clear actionable steps, we'll move you from uncertainty to confidently setting the right path for your team and organization to take immediately.

Each program includes face-to-face sessions with Regarding Sales, LLC strategists to walk you and your team through your personalized **Sales Strategies** or **Sales Processes**.

You will have a documented system, process, strategy or framework upon completion of each program.

## **Sales Operating Systems Approach Programs**

- Customized to an organization's needs, structure & size
- Focused on growth
- Improves your systems and processes
- Improving operating systems - improve sales

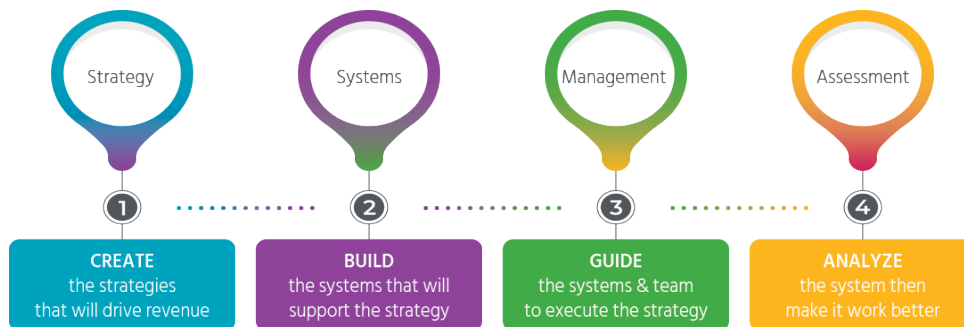
## **Sales Management Coaching Programs**

- Designed for Sales Leaders, Company Management
- Structured Topics
- Strategies and Tactics for managing sales
- Customized to leaders needs

Please contact your NVIE Project Manager directly or email us at [info@nevadaie.com](mailto:info@nevadaie.com) You may also call us at **1-800-637-4634** <https://www.nevadaie.com>

See the following Operating System modules for further detail on each proven Strategy and Process program available. Each is customized to your organization and needs.

## SALES OPERATING SYSTEM™



### Sales Strategies

#### Sales Positioning Framework™

Make your sales positioning and messaging sell your product.

- Define market position
- Craft a customer-focused value proposition
- Focus on your ideal customers

#### Lead Generation Strategy

Draft a lead generation plan that supports sales goals.

- Map the lead generation plan
- Calculate the target - MQL - SQL - close ratio
- Calculate the cost and ROI required

#### Sales Strategy

Map the path to hit your sales goals.

- Identify growth areas and revenue streams
- Calculate the Sales Math™
- Align team around strategy

#### Account-based Communication Framework™

Craft the right messaging strategy for each buyer.

- Identify the buyers for each industry and product
- Map the problems and triggers each buyer has
- Craft value proposition messaging for each buyer

### Sales Systems

#### Sales Process for Complex Sales

Define the sales process to close more deals.

- Detail the stages of your sales process
- Determine what happens in each stage
- Set gates to move to the next stage

#### System to Grow Key Accounts

Establish a process to manage and grow key accounts.

- Establish criteria for key accounts
- Whitespace map to find opportunities
- Create and execute a 3 to 5-year plan

#### Opportunity Management System™

Manage opportunities to prioritize sales activities.

- Build assumptions about the sales cycle and velocity
- Create a process for managing the team around the funnel
- Identify problem areas in the funnel and appropriate actions

#### Hiring System

Attract and hire the right salespeople for the job.

- Define the job and compensation plan
- Identify the skills and attributes salespeople need
- Define the interview process and questions

### Sales Management

#### Funnel Review Process

Manage your sales team around the funnel.

- Establish the rules for the funnel and CRM
- Establish cadence for updates and meetings
- Establish standards for funnel reviews

#### Sales Management System

Establish and reinforce consistent expectations for the team.

- Define the types of meetings and schedule
- Define process and agenda for all meeting types
- Define leader and peer-to-peer coaching opportunities

### Sales Assessment

#### Funnel Assessment

Interpret funnel to determine where to allocate resources

- Assess shape of the funnel and look areas of inconsistency
- Find places where the system is breaking down
- Determine where resources need to be applied to hit goal

#### Team Assessment

Make sure you have the right people in the right jobs

- Skills Assessment
- Personality Assessment
- Leadership Assessment