

Business To Business Version

DESCRIPTION:

- The Rapid, Breakthrough, Results Sales System (RBR) is a set of linked tools that will drive sales results for you and your organization.
- Tool – A tool is a short set of instructions and worksheet(s) that walks you step by step through a key part of the sales process.
 - Tools are designed so that, in a pinch, you can use them productively without instruction or coaching.
 - Of course, your skill and ability will be sharpened through training and coaching.
- Each of the RBR tools can be taught in approximately 90 minutes
 - By webcast
 - eLearning
 - Brief workshop
 - Incorporated into existing Sales Team Meetings
- The core RBR Sales Tools include:
 - RBR Account Driver Tool
 - RBR Breakthrough Call Tool
 - RBR Selling to Your Client's Business Strategy Tool
 - RBR Key Players Tool
 - RBR Cross Selling Tool
- All RBR Sales Tools can be customized for your company or product/service line
- Other tools are available for Sales Managers. Among the most important of these are:
 - RBR Performance Management Tool
 - RBR Coaching Tool
 - RBR Recognition Tool
 - RBR Salesperson Recruitment Tool

BENEFITS:

Ease and Speed

- Reading any one of the tools takes less than 30 minutes
- Using the worksheets creates action oriented, efficient, easy to maintain client files
- Practical tools makes administrative tasks and recording keeping fast – allowing you to focus more time on your clients

Differentiated Value

- Using the RBR Sales Tools will create a differentiated, valued experience for your client. That's right the sales process itself will create value for your client.
- Using the RBR Sales Tools you will:
 - Always demonstrate your respect for your clients time, objectives, and challenges
 - Listen to your client – consistently and intently
 - Help your client become more effective at their job by
 - Positioning their work to drive their organization's business strategy
 - Increasing their influence, by
 1. Knowing the styles and interests of Key Players in their organization
 2. Building stronger relationships based on their knowledge of Key Players and the business strategy

Discipline & Consistency

- Clients will be more willing to spend time discussing critical issues with you
 - Because your behavior will demonstrate
 - Thorough preparation
 - Insights that help the client breakthrough challenges they face
- Clients will be give you greater access to Key Players in their organization because
 - You are consistently professional
 - By meeting Key Players you will increase your value to the client
 - All of your interactions are enjoyable and valuable
- You will feel comfortable bringing in other members of your team to meet the client
 - RBR Sales System ensures that anyone who uses it will:
 - Follow the same ground rules as you do
 - Listen to the client
 - Provide value