



Grand Unified Theory of Selling

GUTS CONSULTATIVE SALES TRAINING

It's not just sales training. It's a different way of doing business.

Sales organizations in all industries face significant day-to-day challenges in today's marketplace:

- Balancing the competing demands of growing existing accounts, securing new clients, ensuring delivery of high quality products and services and providing exceptional client service
- Developing internal relationships and processes to cross-sell the full portfolio of offerings
- Staying up-to-date on product knowledge, competitive intelligence, marketplace developments and emerging needs
- Creating unique, new competitive advantages in the marketplace - and sustaining them over time
- Attracting, growing and retaining the best sales talent
- Equipping all client facing professionals with the consultative selling knowledge and skills to be successful today and in the future

GUTS CAN HELP!

GUTS – the Grand Unified Theory of Selling – is a consultative sales training program created in 2007 by Catalytics Performance Consulting. The training brings together the best elements of a wide range of selling principles, consulting practices, communication technologies and personality assessments into a unique, simple and powerful model to teach and develop consultative selling skills. Propel Consulting Group and Catalytics have recently partnered to enhance the GUTS program and deliver it to a rapidly expanding client base.

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The best salespeople really don't sell, they help their prospects buy.

Sales is a process, not an event, and requires a systematic approach.



The inner game of selling is core to GUTS – participants develop a new attitude towards selling and learn to flex and adapt their own style to the needs of their clients.

The heart of GUTS is a two-day highly interactive workshop that combines instruction with skills practice, focuses on real-world client issues and ensures that participants leave with specific account strategies and an action plan to continue their personal development.

The GUTS approach also includes an up-front assessment phase to customize the training topics, and workshop follow-ups and refreshers to reinforce the learning and share best practices. The workshop offers a variety of options to meet clients' needs, priorities and budgets.

While every GUTS workshop is customized to our client's specific needs and program participants, the following is an example of a two-day program.

WORKSHOP OBJECTIVES:

1. Improve consultative selling and relationship management skills across the entire spectrum of sales and account management activities
2. Develop a better understanding of individual sales styles, strengths and developmental needs
3. Provide practical knowledge and skills that can be immediately applied to improve individual and team performance
4. Create Workshop follow-up tools and plans to reinforce the learning and support participants in applying their new skills

WORKSHOP AGENDA

DAY 1

- Principles of Selling
- Planning & Tracking Sales Activities
- Gaining & Maintaining Trust
- Inner Game of Selling (using Birkman personality assessment)
- Planning & Conducting Meetings
- Identifying Needs & Pain

DAY 2

- Addressing Budget & Authority Issues
- Developing and Recommending Solutions
- Converting Sales Opportunities
- Following Up After the Sale
- Developing New Business
- Account Planning
- Individual Action Planning

ABOUT PROPEL

At The Propel Consulting Group, we build capabilities to drive performance. We accelerate performance by innovating and developing leaders, transforming teams and changing organizations – all to help achieve your dreams. We possess an entrepreneurial spirit balanced with substantial experience in a multitude of industries. We apply our knowledge to help build a deep, stable foundation for businesses so they can grow from the inside out.

ABOUT CATALYTICS

Catalytics is a dynamic consulting firm dedicated to initiating, promoting and achieving sustainable change and performance improvement for our clients. We do this with customized consulting solutions that interject powerful catalysts to challenge assumptions and stimulate new thinking and behaviors. Our expertise is in the areas of business strategy, team performance, marketing and sales force effectiveness.



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