

## Development & Learning topic:

# QODRANTS: face to face sales methodology

Time with customers is a premium these days, and so it is vital that your sales team makes the most of every face to face visit they make. QODRANTS is a proven, easy to use, face to face sales methodology that will ensure your team deliver a consistent message to customers and prospects, and grasp every opportunity that may arise.

### How do we do it?

Our Development & Learning topics provide the structure and methodologies, while your sales leaders put them into practice using real data – and reap rewards in the form of tangible processes, models and tools.

The QODRANTS topic can be customised to meet your specific needs, whether it be:

- a 1-2 hour presentation at a company sales conference that will challenge your team’s conventional sales beliefs
- a half-day workshop developing the theme, or
- a whole day boot camp utilising your data to design and develop your face to face sales methodology

LEVEL	SECTION TOPICS	KEY PRINCIPLES
3	QUOTA	<ul style="list-style-type: none"> <li>• In your pre-visit preparation, know what current quota/share of potential business loyalty you enjoy from this customer</li> </ul>
3	OBJECTIVE	<ul style="list-style-type: none"> <li>• In your pre-visit preparation, ensure that you have a specific and clear objective that supports progression and your chosen progression tactic....and let the customer know right up front.</li> </ul>
3	DELIVER	<ul style="list-style-type: none"> <li>• Gear your discussion to be flexible but importantly to deliver on your objective</li> </ul>
3	RESULTING COMMITMENT	<ul style="list-style-type: none"> <li>• Ensure that there is some form of bilateral commitment reached by the end of the visit (may be a compromise or contingency)</li> </ul>
3	ACTION	<ul style="list-style-type: none"> <li>• Ensure that there is some form of action required by at least one party as a result of the commitment reached</li> </ul>
3	NEXT CONTACT	<ul style="list-style-type: none"> <li>• As a result of the action(s), what type of contact will ensue (which kicks off the cycle again as it leads back to the next objective)</li> </ul>
3	TIME/DATE	<ul style="list-style-type: none"> <li>• Diarise next contact before leaving current contact</li> </ul>
3	SELF SCORE	<ul style="list-style-type: none"> <li>• Immediately after the visit, self assess outcomes vs objectives, ask “what could I have done better”, and score out of ten against each letter</li> </ul>

### What do you need to do?

- Select your preferred format (presentation, workshop or boot camp)
- Select the most appropriate 6-15 delegates from your sales and marketing management group to participate
- Assist us with an hour or two here and there during the month beforehand to gather specific data or inputs we will require to prepare the customisation

### What do you get?

- Our presentations motivate participants to take a fresh look at your company’s face to face sales capabilities and identify opportunities for improvement
- Our workshops extend this by also increasing the skill and knowledge base of participants in the above areas
- Our boot camps provide all of this PLUS participants will leave with a QODRANTS toolkit, with user guides, that you can implement immediately and/or continue to develop back at your offices