



**SUDDEN
IMPACT
MARKETING**

Sales Impact with VIP

Master strategic and complex
sales to shorten the cycle



CHIEF/MARKETER
200
THE TOP MARKETING AGENCIES OF 2020

SALES IMPACT ★ — WITH — ★ VIP

Increase win rates



VIP Leaders



VIP Sellers

SALES IMPACT ☆ — WITH — ☆ VIP

What is Value Impact Process (VIP)?

- The synthesis of successful sales processes and client input on what really works
- Combines core instruction with continual coaching over 90 days to ensure knowledge absorption and skill adoption
- Success is measured by increased sales and improved customer experience

Incorporates 30 years
of sales training
and skill adaptation

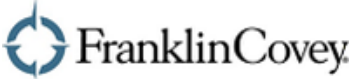
Tested and finetuned with
300+ people from Asia, EMEA, and
Americas

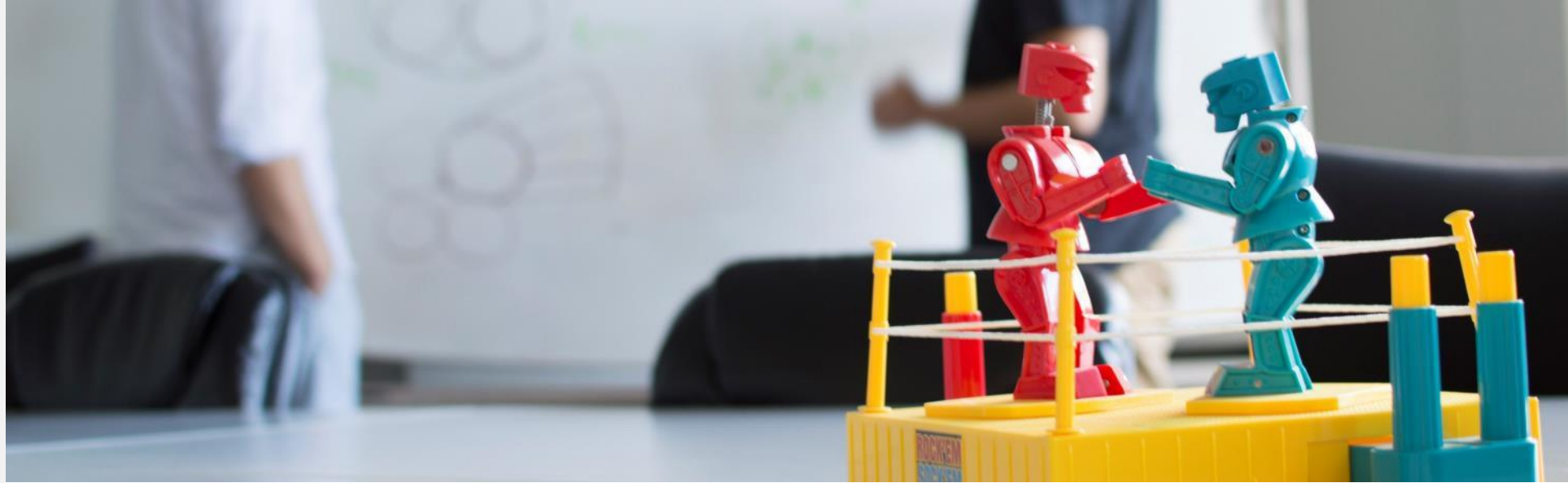
Helps increase
win rates by
up to 50%

VIP evolved from more than 30 years of sales performance consulting with top companies worldwide



American Roller





Why VIP?

- Every company needs periodic sales training to stay competitive
- One curriculum doesn't fit all
- One deployment model doesn't fit all
- Technology and mobility are key to developing a competitive sales organization
- A common language, methodology, and standard process builds unity and consistency, reducing communication errors and rogue behaviors

The difference



VIP Leaders





VIP Leaders

Guide your team to higher win rates and larger margins

Together, we address:

- Key performance indicators for individuals
- Effective coaching techniques
- Alignment with marketing
- Practicing the principles of VIP





VIP Leaders



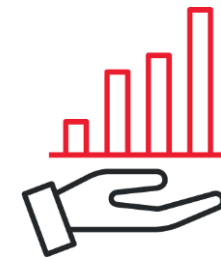
Sales management role
and behaviors



Marketing alignment



Sales team assessment



Long-term planning

VIP Sellers





VIP Sellers

Focuses on active opportunities

- Increases skill utilization and adoption rate
- Produces progress on deal

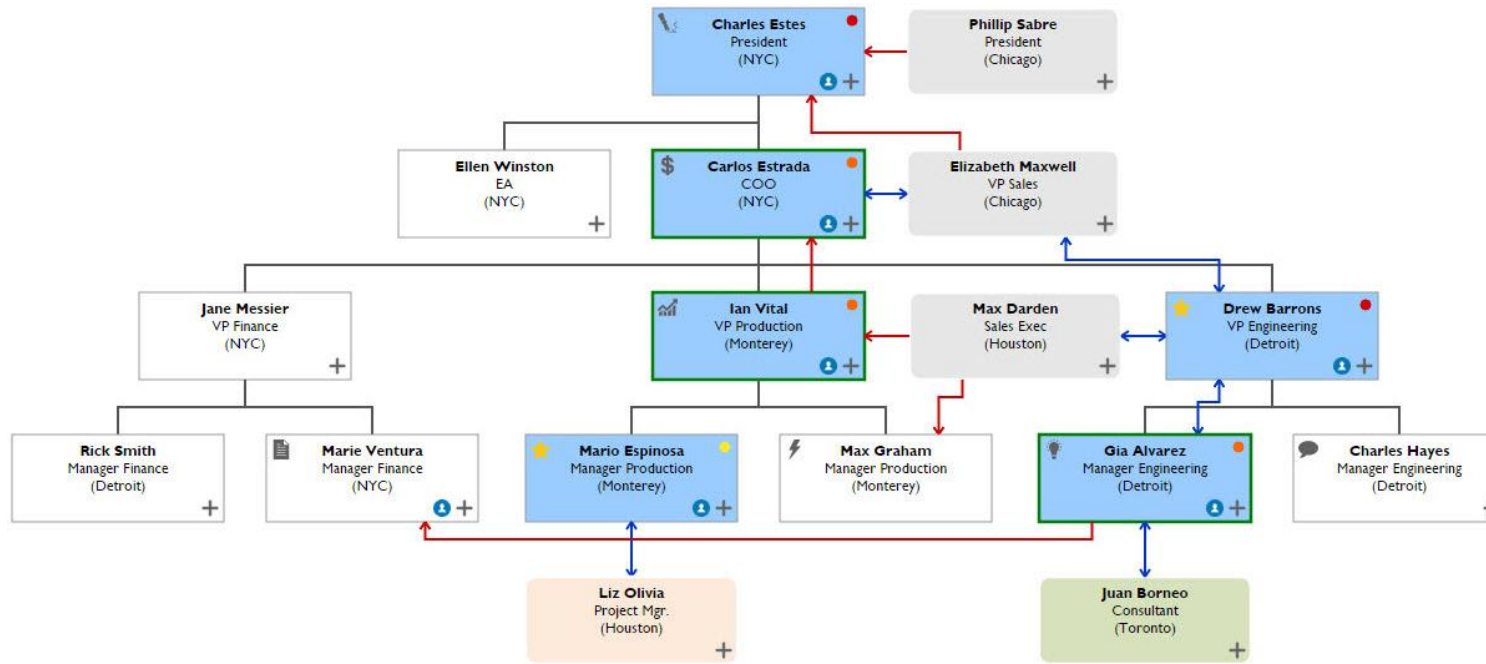
Features Player Map tool

- Offers a sharper, simpler, and more specific approach on what to do with deal influencers than legacy training

Delivered online with focus on speed and efficiency

- Keeps sales people in the field





Player Map helps you sell more sooner

- Promotes differentiated value at every step of the sale
- Enables more focused efforts and ensures the most relevant and persuasive messages are delivered
- Shortens time to deal close
- Streamlined and lightweight so you can efficiently use on PCs and mobile devices



VIP Sellers

Sessions

SESSION 1:

Performance and Qualification

SESSION 2:

Players and Bridges

SESSION 3:

Value and Strategy

SESSION 4:

Dialogue and Meetings

SESSION 5:

Negotiate Process and Playbook

PROactive coaching

Clients and competition
don't work on your schedule

So there's a need to strategize deals during
the training and after

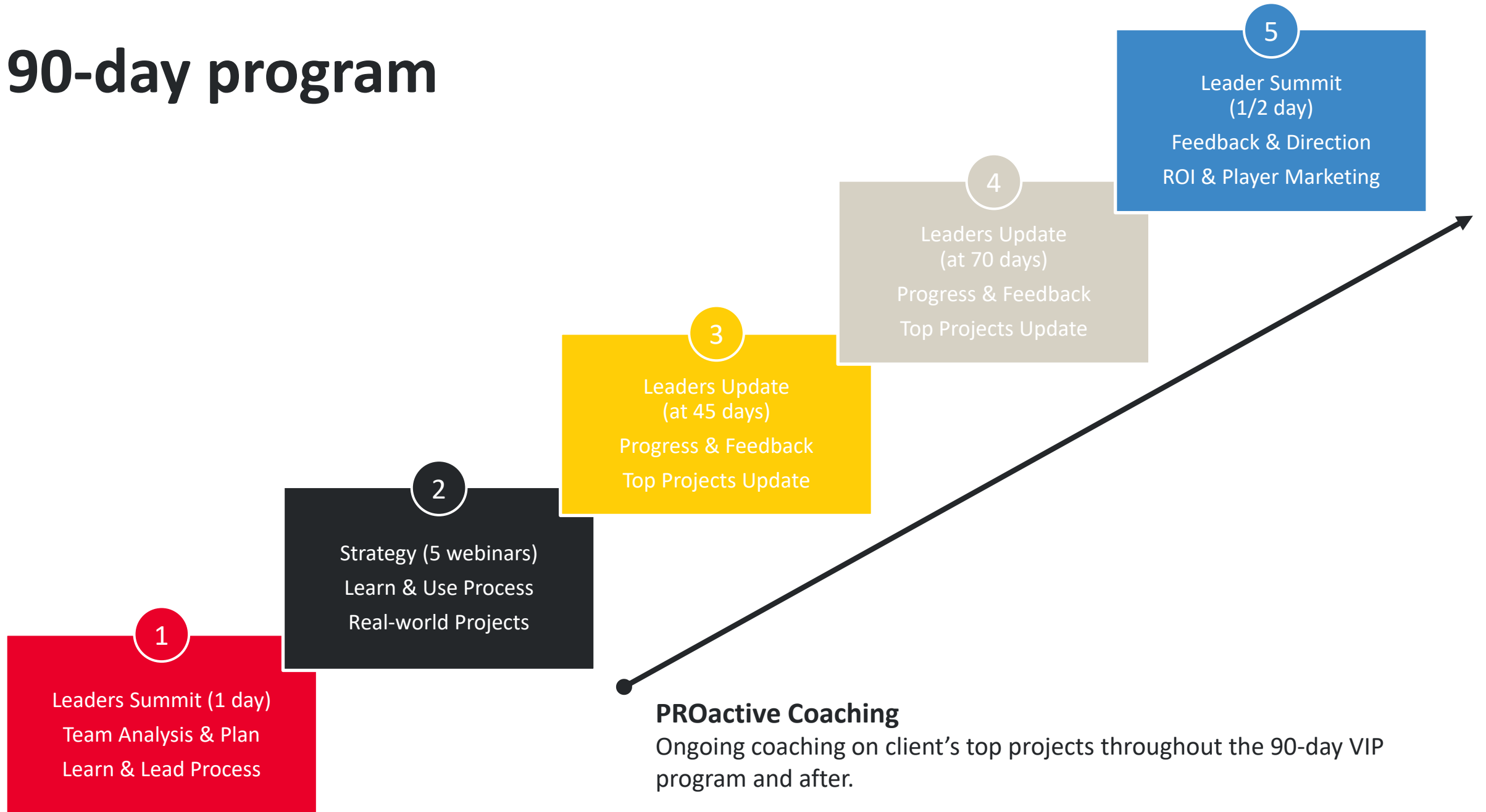
Coaching on active pursuits:

- Keeps deal activity in motion
- Ensures stickiness of VIP learnings
- Helps produce sales results

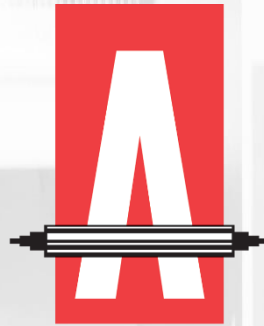
VIP eliminates travel and minimizes time away from selling



90-day program



VIP successes



American Roller Company



**Why does
a marketing
agency offer sales
training?**

When sales and marketing teams are in
unison, everyone wins

Synchronized efforts create:

- Delivery efficiency for value propositions
- Message clarity
- A sense of common mission

Sales
performance
consultants



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Thank you

