

SOLUTION OVERVIEW

# Level Five Selling Coaching System

## Turn your frontline sales leaders into masterful sales coaches

From our thought leader partners at Level Five Selling, LLC



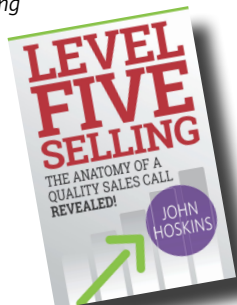
*"Puts the science of selling into layman's terms, providing a clear understanding of how to sell well."*  
- Tom Hopkins, author of *How to Master the Art of Selling and When Buyers Say No*

*Inspires even sales stars to superior performance levels and provides the elusive competitive edge in closing large global deals."* Michael A. Rosinski, President & CEO of Astoria Software "Action-oriented framework for sales managers." - John Stuart, Senior Director, National Sales at Genentech

*"Provides a clear roadmap for a sales leader to build high sales performance within a very short period."* - Jerry Bevers, Director of Sales at BMO Harris Bank

*"A simple and elegant system for building a truly exceptional selling organization."* - David Pearson, SVP Sales at TrueBlue, Inc.

Based on the highly praised book *Level Five Selling*



## A coaching system for sales leaders to drive sustained revenue growth

### Program description

The *Level Five Selling Coaching System*™ is not just another sales training program. It is a disciplined process, a set of skills and tools that arm frontline sales leaders to drive revenue growth and profits through ongoing coaching and development of their sales teams.

The initial installation requires 180 days. The primary objective is to double the number of "Level Five" quality sales calls that create value for your prospects and customers. The system leads to marked improvement in the sales performance metrics listed below.



### Why is it needed?

In addition to numerous studies that find more than half of sales reps miss their quota, our own field research working with frontline sales leaders and customers discovered three disturbing realities:

- 1. Scrap & waste factor** - 60% of all sales calls are scrap and waste. They do not advance a buying decision and do not meet their objective.
- 2. Leading vs.lagging indicators** - Frontline sales leaders spend as much as half of their time\* on lagging indicator forecasts vs. leading indicator sales calls. (\*Sales Benchmark Index)
- 3. Less is more** - There is a misplaced focus on call quantity versus call quality.

### What results can you expect?

- + An installed sales coaching discipline and process that will be sustained and built upon
- + More quality deals in the pipeline and improved forecast accuracy
- + Improved win/loss ratios
- + More reps achieving and exceeding quota
- + Shorter ramp time to full productivity
- + Reduced turnover
- + Increased customer satisfaction
- + Improved product launch
- + Double or triple the amount of coaching
- + Four to five times more practice and rehearsal of skills

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## How does it work?

The *Level Five Coaching System* consists of several key components implemented over a 180-day timeframe using the 70:20:10 learning framework.

- A pre- and post-workshop evaluation of coaching process and behaviors to measure impact.
- A ½-day workshop to establish a common language for what a quality sales call is in your business.
- A 1-day coaching plan and skill building workshop.
- 49 online micro learning video modules on coaching, call planning and execution skills, negotiations, account strategy and business acumen. Also includes a practice platform for virtual coaching, using potent peer learning best practices to capture and archive “your best doing their best” for ready reference. And a YouTube-like channel for leadership and marketing communications.



**The process begins** with a planning meeting with the executive steering committee to establish expectations and metrics that will be tracked. A coaching activity benchmark survey of the current coaching behaviors of the frontline leaders is deployed. We gather input from the field to measure current state against 30 best practices in coaching sales calls. **Frontline leaders then participate** in a 2-day planning and train-the-trainer workshop that results in participants producing a written 90-day coaching plan. They begin by participating in the ½-day *Level Five Selling* workshop to understand the *Level Five* sales model. They are then taught call observation skills and how to conduct pre-call and post-call debriefings.

**Finally, they are trained as virtual coaches** and trainers of the ½ -day *Level Five Selling* workshop. At the 90-day mark, a follow-up briefing on results is held with sales leadership, and findings and metrics are reported. The second 90-day field travel plan with new objectives is planned.

## Why does most sales training fail the ROI test?

Most sales training companies have a firm grasp on the end of an era, and in spite of nearly a billion dollars a year being spent on sales training programs, **more than 50% of reps don't reach their quota**. Take a closer look at the old way versus the new *Level Five* way. Our design and implementation methods make the difference.

THE OLD WAY	THE LEVEL FIVE WAY
<i>Costly classroom and travel</i>	Minimal classroom, delivered in field
<i>Delivered by trainers</i>	Delivered by sales managers
<i>Limited assessment and evaluation</i>	Ongoing assessment and evaluation of ROI
<i>Dated learning methods</i>	Leverage tech learning
<i>Event oriented</i>	Ongoing reinforcement
<i>Coaching left to chance</i>	Coaching tracked and measured
<i>Limited practice</i>	Continuous repeated practice

**For additional information** about the *Level Five Selling Coaching System*, visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email [contact@advantageperformance.com](mailto:contact@advantageperformance.com).