



DYNAMIC AND EFFECTIVE SALES EXCELLENCE

Executive Central's Client Advisory Director Leonie Rothwell and Managing Director Rob Balmer.

WHO WE ARE

Executive Central is a group of senior executives who partner with you to develop an organisation where people are inspired to thrive and empowered to succeed. We build long-term relationships with our clients – senior executives across a wide range of business areas throughout Australia and the Asia-Pacific region.

As trusted advisors we help organisations create a roadmap for success, future-proofing your business by enabling your most valuable assets - your people - to become their best selves.

WHY SALES EXCELLENCE?

Every commercial organisation depends on sales for its existence. While companies focus on strategy, marketing, innovation and diversity as responses to the challenges of globalisation and shifting markets, few include sales in their thinking. Yet the sales function is just as vulnerable as every other part of your business to contemporary turbulence. We offer a suite of programs to help you create dynamic and effective sales teams: individuals and teams who are able to provide a vital professional and consultative interface between you and your customers.

HOW WE WORK

We offer the ADAPTOR® Sales Excellence Program for sales professionals and the LEADER Sales Management System® for those leading sales teams. We undertake extensive needs analysis, tailoring content to your situation. Our coaching-based programs are designed for busy people, with minimal time out of the workplace. Robust evaluation contributes to ROI measurement. We also offer individual Sales Coaching for both new and experienced sales professionals who wish to evolve their skills.



SALES

ADAPTOR®

Approach
Discover Client Needs
Acknowledge Client Needs
Present Solution
Test Acceptance
Objection Handling
Reach/Advance Result

ADAPTOR® addresses the critical elements of the professional consultative selling process.

We also recognise and address the challenges of aligning culture and processes to support the sales effort.

ADAPTOR®

Level 1

Professional Sales System

Level 2

Emotional Intelligence of Selling: relating to the client

Level 3

Aligning culture to support customer-centric sales efforts

ABOUT ADAPTOR® SALES EXCELLENCE

ADAPTOR® Sales Excellence is a group coaching program built around six core modules, spanning six months. The program includes bi-monthly group workshops, pre-reading, work-based assignments, peer learning support and 12-month phone access to your coach. We also offer optional individual or pairs coaching.

TARGET AUDIENCE

ADAPTOR® Sales Excellence is designed to enable participants with varying levels of experience to unlock their full potential. We offer multi-organisation or single organisation programs.

PROGRAM CONTENT

Professional Selling Fundamentals:

The value proposition, ADAPTOR® principles.

Client Relationships: Emotional intelligence, communication styles

Value Selling: Buying decisions, the trusted advisor, enduring client relationships.

The Approach: Unique market differentiators, opportunity analysis, approach strategy.

Discovering Customer Needs:

Rapport, clarifying needs, client interviewing skills.

Presenting Solutions: Feature/Benefit/Advantage, and gaining acceptance.

Handling Objections/Reaching

Agreement: Objections, responses and closing the sale.

PROGRAM BENEFITS

- Optimised learning transfer and application of techniques
- Development of critical sales competencies and confidence to succeed
- Building valuable sales and support networks
- Align organisational sales process and language.

EXECUTIVE CENTRAL SALES COACHING

Successful sales professionals need to continually evolve their competencies. They have an ongoing project of creating a unique point of difference and building enduring client relationships. A coaching engagement with an experienced sales coach can assist with:

- A confidential sounding board
- Independent advice and feedback
- Industry and organisational insights
- Self-awareness of success attributes
- Operating from a strengths base
- Developing confidence and resilience.

Individual coaching engagements typically occur over six months, however we happily tailor the program to your needs.



EXECUTIVE
CENTRAL

Are you ready to build a truly diverse and inclusive organisation? We can help.

Contact us at
info@executivecentral.com.au
or call **1300 737 495**

You can find details of all our programs at
www.executivecentral.com.au

OUR PERFORMANCE GUARANTEE

"We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don't see expected returns." **Rob Balmer, Managing Director, Executive Central**