

# ASK

AXIOM SALES KINETICS



Axiom Selling Sciences Program

The right questions are the answer.  
Start. Questioning. Everything.

[#justASKaxiom](#)



## Course 1: The Science of Developing Opportunities

Want to stop call calling? We've got news for you...your prospects want you to stop, too. It's annoying, intrusive, and frankly, hasn't been effective in years, maybe never. In stark contrast to traditional methodologies, this segment will show you how to develop clearly defined sales success plans, then execute a process to turn 'cold calls' into 'hot leads.' You'll know how to position you and/or your team as being more professional and better prepared, dramatically improving prospecting efficiency and productivity,

### STOP COLD CALLING AND ONLY PURSUE HOT LEADS

We'll bet your sales pipeline isn't full enough for you to meet or exceed your sales target. If it is, you probably wouldn't be reading this. Or, if on paper or CRM, it APPEARS to be full enough, check back with us at the end of the month, quarter or year and let us know how it turned out.

Productive work is when the value of the task is worth more than the cost of the time. If you or your salespeople are spending hours making hundreds of 'cold calls' for a handful of appointments that result in a lagging pipeline or sales targets that aren't consistently hit, is that productive work?

'Cold Calling' has been a waste of time for years, yet we've seen an increase in that activity as more and more people compete for the limited budgets and mindshare of their potential customers. You and your team can stop it, now.

ASK has developed a **logical, repeatable** a business process that shows you how to turn 'cold call' into 'Hot Leads'.

### The Science of Developing Opportunities Workshop includes:

- How to develop clearly defines 'Sales Success' plans
- How to build typical and ideal customer profiles
- How to conduct effective pre-call research
- How to effectively engage decision makers and schedule appointments



**Module 1 - Sales Success Plans:** Use ASK's Sales Success Planning worksheet, included with this module, to plug in sales and income targets, and watch as the formula gives you the weekly activities required. These numbers can be used weeks or months in advance to predict sales success or failure.

**Module 2 – Ideal Customer Profiles:** This module clearly defines the process by which you narrow the scope of your search for opportunities to only those customers whose businesses that can be measurably impacted by your solutions. The document included with this module (Ideal Customer Profile) allows you to create a database of businesses who are ideal for each product and service your company offers. You'll know what problems need to be uncovered, what negative impact you can eliminate, questions to ask, and research to conduct, to make certain you are converting cold calls into hot leads.

**Module 3 - Pre-call research:** Never before has there been such an opportunity conduct research and collect information to maximize your opportunity to contact the right businesses, at the right time, and in the right way. You may only have one shot at a decision maker. Your aim, your information, better be really good. If you want to ensure you'll be able to engage every decision maker you contact, this module is an absolute must to increase your prospecting productivity and efficiency.

**Module 4 - Securing Appointments:** This methodology builds on ASK's Ideal Customer Profile and pre-call research to ensure engagement with any decision maker your call. Finally, decision makers will want to, NEED to, hear what you have to say.

## **Course 2: The Science of Presenting Module Descriptions**

In this advanced module on sales presentations, you'll learn what motivates buyers to choose one solution over others and how to prove you have the most powerful solution for your prospect's business. You'll develop the skill needed to justify the higher price it takes to provide superior solutions. You'll learn to present information in a manner that improves the impact of your message, ensuring the buyer has a logical framework supporting their decision to choose your company.



## NEEDS SATISFACTION SELLING WON'T WIN SALES

**If you're closing less than a third of the proposals you submit**, how compelling do you believe your presentations are? If you look closely at your company's next sales presentation you may find it is a data dump with little emphasis on a buyer's business with too much energy spent explaining why the sales person believes they can meet the prospect's "needs." As product complexity has increased, the unfortunate byproduct has been a shift toward a language of acronyms and industry jargon that makes it nearly impossible for even an educated buyer to differentiate between competing products.

Are all products and service organizations really the same? Of course not, but the "needs analysis" approach to selling actually creates the appearance that they are.

Our advanced module on sales presentations changes that. In this program, your people learn what really motivates buyers to choose one solution over others and how they can prove they have the most powerful solution for their prospect's business. In addition, they will develop the skill needed to justify the higher price it takes to provide superior solutions. Perhaps most importantly, they will learn to present information in a manner that improves the impact of their message and ensures the buyer has a logical framework supporting their decision to choose your company.

### **The Science of Presenting Workshop includes:**

- Clearly defining presentation objectives and agendas
- Establishing the framework for effective presentations
- Understanding the evaluator's motivation
- Elimination of industry jargon
- Linking your solutions to specific impact on your prospect's business
- Organizing presentations to maximize the emotional appeal
- THE business drivers that compel prospects to buy
- how to effectively establish presentation targets and objectives
- Determining exactly where you stand relative to your and your prospect's objectives
- Closing the sale



**Module 1 - Presentation Objective and Agenda:** An effective sales close is dependent on how effective a salesperson is in defining presentation objectives and creating clearly defined agendas to support the desired outcome. This module takes the mystery out of 'closing' a sale and creates a clear path for both buyer and seller to achieve their mutual objectives.

**Module 2 – Presentation flow and content:** Part 1 of this module shows you how to capitalize on the understanding that buying is a somewhat emotional experience, conducting your presentations with the greatest emotional appeal. Part 2 shows you how to build presentations that separate you from the pack, maximizing impact on your customers business, and proving the superiority of your solutions.

**Module 3 - Presentation methodology:** Yes, this module can change your life. We've built a methodology on known human activity drivers and the science of social predictability, that shows you how to prove you have the best solution to virtually every prospect to whom you present. This methodology connects the invaluable information collected in our Science of qualifying module, to clearly show your prospects how, as a partner and business consultant, we maximize impact on what they're trying to accomplish with their business.

## Course 3: The Science of Qualifying Module Descriptions

An eye-opening journey to a deep understanding of how to qualify every sales opportunity. This course will allow you accurately predict the outcome of any sale, not only identifying EVERY piece of information required to qualify, but giving you a logical, repeatable process by which to collect it. You'll not only produce consistent results, but measurable impact for your customers.

### YOUR SALES PROCESS & CRM ARE FAILING YOU AND YOUR CUSTOMERS

If you or your sales people are closing 25% or less of the proposals you submit, you can be certain you are working **UNQUALIFIED opportunities**. It's one of the primary reasons sales people fail.

What is the key to qualifying? Its **INFORMATION**. The more of it a salesperson gathers, and the higher its quality, the greater the opportunity to earn a prospect's business.



This is a bold statement, but **we GUARANTEE** your reps aren't collecting the information they need to fully qualify

ASK's Science of Qualifying **removes any obstacle** that stands between a sales person and the information they need to qualify:

**The Science of Qualifying Workshop includes:**

- Clearly defines ALL information objectives for the entire process of selling. Your salespeople will know precisely what information to collect every time they meet with a prospect.
- Provides a logical, repeatable business process that allows your people to ask questions and gather information they need to determine exactly how qualified an opportunity is, and precisely what actions need to be taken to win.
- From complete customer profiles (AXIOM BIO Worksheet) to THE FIRST CRM focused on the information required to QUALIFY and BEST SERVE YOUR CUSTOMERS, with built-in on-line learning for continual reinforcement and improvement, ASK provides all the tools necessary to ensure every salesperson manages their prospects and customers effectively.

The results? **HIGHER CLOSING RATIOS AND SALES AT GREATER MARGINS** and the elimination of time wasted on unqualified opportunities!

**Module 1 - Introduction:** Opens to the door to your Journey to Sales Transformation and the truth about selling. You'll begin to see selling in a completely different light, through the lens of your most valuable asset, your customer. You'll learn the science behind behavioral change, as well as how to motivate yourself and/or those you manage to continue the journey to selling excellence.

**Module 2 – Information Objectives:** Clearly and completely defines ALL information required to fully qualify and, most importantly, best serve customers. No stone is left unturned. For the first time in your sales career, everything you've missed will be revealed, every win and loss explained. The journey to change starts here.



**Module 3 - How businesses make decisions:** This module was developed with the help of Mark Evan Furman, a former colleague of Tony Robbins. In it, we break down, in simple but powerful terms, how businesses operate and what drives their actions and behaviors, including buying decisions. The graphic from this module may become your next tattoo.

**Module 4 - Objective and agenda:** In this module, you'll learn how to instantly align your objectives with your customer's and create meeting agendas that ensure your customers will not only want to participate, but give you all the information necessary for them to make the best decision possible.

**Module 5 - Business state and gaps:** Become an expert in your customer's business and market segment with our proprietary, trademarked methodology for uncovering business issues, including gaps that exist in your customer's business performance. Your journey to presenting the most impactful solution begins here

**Module 6 - Evaluators and commonalities:** Businesses don't make decisions, people do. Learn how to identify different types of evaluators, their level of influence, as well as person-to-person and business-to-business commonalities that ensure you'll be the best possible partner

**Module 7 - Decision history:** Someone's previous decisions don't necessarily predict their future behavior, but they are connected. Learn how an evaluator's journey to your current opportunity can effect the outcome of their decision

**Module 8 - Alternatives/favored alternative:** There is no such thing as a level playing field. Learn to not only uncover who and what you're competing against, but reveal the alternative your evaluator believes is best

**Module 9 - Current product, support, company and expense:** Doing nothing, keeping what they currently have, is often an alternative for your evaluators. Learn to not only understand what they have in place, but expose gaps in how it's performing, how it's being supported and what they are paying for it

**Module 10 - Decision Criteria for product, support, company:** This module will change the way you qualify for the remainder of your career. Abandon 'needs satisfaction' selling and use this powerful, proprietary, trade-marked process to help your evaluators identify the standards by which they'll determine which solution is best. You'll never qualify the same way again. Ever. Promise.



**Module 11 - Decision criteria for expense:** Not only learn to reveal what the evaluator has to spend, but what combination of numbers will help them justify their purchase.

**Module 12 - Your company:** Not all companies are created equal, though from your evaluators perspective, they may seem equal enough. Even if your company has no single unique characteristics, learn how to position your company as being unique, and the best possible partner for your customer

**Module 13 - Decision stages:** A lot can happen from the time you first meet with a prospect to the time they make a decision and implement a solution. In this module, learn to be a true trusted advisor by helping define the evaluator's journey to the best decision possible.

## **Course 4: The Science of Handling Objections (one module only)**

### **YOU DON'T HAVE TO LOWER YOUR PRICE TO WIN**

Are your sales people **giving away your profit** margins unnecessarily? Probably. Why? Because many sales people believe that cutting their price is necessary in order to win. While this may be true in some cases, it is rarely required with the frequency and to the degree with which it is done.

The problem may not be competitive pressure, but **unprepared sales people**. Let's face it, the end of the sales process often involves a negotiation. Unfortunately, few sales people have the skills needed to manage it. They become eager to cut the price by a "few dollars," fumbling to handle even the most common objections.

This ASK module changes that by arming your people with a process that will allow them to effectively handle ANY objection they face. By providing your people with a logical business process for handling objections and negotiating, they are able to effectively protect their price and your margins. And because this process works with any objection, they have the opportunity for consistent practice, the key to developing superior sales knowledge and skills.



### **The Science of Handling Objections workshop includes:**

- Uncovering “hidden” objections
- Understanding the difference between objections and conditions
- Negotiating from a position of strength
- Identifying prospects who are simply trying to negotiate a better deal
- Determining how significant the prospect’s concern is
- Avoiding “positional” negotiation and the damage it can do
- Creating an environment of cooperation
- Determining precisely what must be done (from the buyer’s perspective) to remove any issue
- Methods and tactics to move the discussion away from price
- Identifying the minimum price adjustment needed to win

## **Course 5: The Science of Sales Management Stop Trying to Manage Sales**

That’s right. It is time to stop trying to manage sales. Why?

Despite what you may have learned in the past, you **cannot manage sales**. The reason is simple: Sales are the output of a process, and you can’t manage output!

The key to continuous sales growth lies in an understanding of how to manage the variables that lead to sales success.



**Now, through the AXIOM Science of Sales Management program, you can learn how to do just that.** This workshop is built on the fundamental logic that has made AXIOM's Selling Sciences Program the benchmark sales training for hundreds of companies.

This logic, applied to the job of sales management, will provide your people with the skills and tools needed to **overcome the three greatest obstacles** to their success:

- no logical, repeatable process for selling
- no process for managing
- lack of proper tools to do their jobs effectively.

In this module students will identify the key variables that generate sales and learn to measure and manage these to yield consistently greater results. In addition they will learn the secret to motivating sales people and coaching them to **maximum sales potential**.

Not only will you or your sales manager be able to better affect the sales results of individual reps, they will also learn how to build and manage a high performance team. The ultimate result: **increased sales and improved profitability**.

**The Science of Sales Management workshop includes:**

- How the selection process for managers creates barriers to their success
- The key variables they must manage for more predictable sales results
- Creating personal sales plans that hold sales people accountable
- Three types of motivation and how to use them for maximum effectiveness
- Managing activity to higher levels
- How to develop sales strategies that teach reps and win sales
- How to use questions to coach reps to greater performance
- How to make certain sales opportunities are truly qualified
- The root causes of sales rep failure and how to identify them
- How to develop sales reps skills and knowledge
- How to reduce turnover and shorten ramp-up times