

Unlocking the Real Sales Potential in Your Organisation

The Challenge

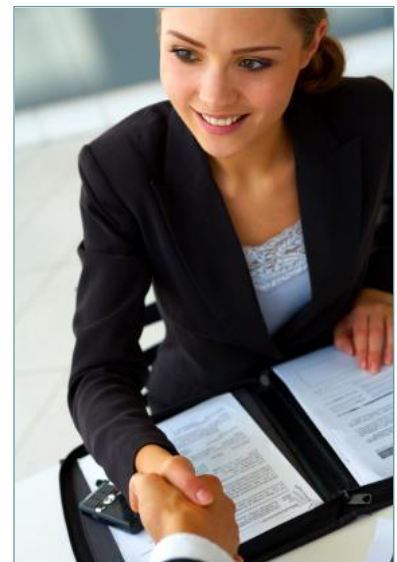
For most organisations, large or small, sales and the performance of their sales teams is fundamental to the success and progression of their commercial operation. Selling as a skill is placed at the heart of most operations and represents the front-line in the need to create income and revenue. Without a doubt 'salesmanship' in one form or another is a key occupation and probably represents one, if not the, largest career groups we find today in the developed world. So why is it that so many business people accept poor sales performance?

The performance of sales people as individuals and as part of a team can vary dramatically and it fair to say that any commercial organisation is only ever as good as the best sales people it possesses. Moreover, this level of performance represents a fine balance and can be affected by numerous factors; team dynamics, external personal issues, management style, etc. No organisation stands still and sales people are frequently part of a continually changing environment.

It's also vital to recognise that high performing sales people are a highly valued commodity and become attractive to others – and these sales professionals are aware of this. Whereas lower performing sales people are always at risk and represent a potential drain on resources, as opposed to a revenue generator. The question this poses is - which should worry you more; that the people you train and develop might leave, or that people whose performance you don't improve might stay in your organisation?

For the most part the training and development of sales people tends to focus on the 'how-to' of selling skills; reducing selling to a very technical activity. We recognise and accept that there are key skills all good sales people possess and it is undeniable that for average sales people to become higher performers a strong knowledge, understanding and application of these key skills is essential if they are to raise their game and become a valued and prized asset within their organisation.

The fundamentals of good sales practice include elements such as rapport building, active listening, assessing needs, strong communication and negotiating skills, the ability to conclude or close deals, relationship management, etc. However these are only a part of the whole picture. These represent the 'how-to' of selling. There exists a much more fundamental element that is essential for these 'how-to' skills to be used effectively.



So, what is it that sets the great sales performers apart from the average ones?

If selling is purely a skills-based activity why isn't possible to turn all average sales people into superstars just on the basis of enhances selling skills? What really makes the difference between those peak performers who can consistently produce the results and the average sales people who never really manage to break through to the higher levels?

“It's all about the way they THINK..!”

Without any doubt the key influencing factor that can be clearly established as critical to high sales performance is the **success-orientated mind-set**. Great sales performers are often in a league of their own when it comes to how they think about their actions, performance and overall motivation. It is common fact that the best sales performers may not always be the most articulate or well versed in the 'traditional' or accepted sales skills. Often we choose to label them as naturally gifted at selling. The truth is much more compelling.

For over 25 years **Mancroft International** has been researching and investigating how high performers think, behave and act; and how these aspects in-turn bring major benefits to their results. This approach has delivered a new way to focus on the thinking behaviours and actions that drive real results.

Bringing together a vast repertoire of thinking applications and attitudes, together with extensive research into how the brain works and can be developed, *Mancroft International* have created a more specific approach to tackle the key issues of performance-limiting thinking, which is so often found in people today.

So how can this have a positive impact on the Sales Performance in your organisation...?

The Solution

Sales Cybernetics is a new and dynamic approach to performance enhancement that provides tried and tested methodologies to reset thinking patterns. By homing in on more effective ways to control and direct thinking, your sales people can have control and influence over the core drivers that help them to perform in their roles. This combined with solid sales skills, can (and does) deliver staggering results.

These thinking patterns centre on vital elements, such as:

- How you cannot out-sell your Self-Image
- Developing a Winning Mind-Set
- Understanding Brain-to-Brain Selling



- Why a Sense of Purpose fuels Higher Performance
- High Emotional Intelligence
- Removing Sales-Sapping Paradigms
- Understanding the Customer's Universe (their perceptions)
- Low Stress Selling

By bringing core thinking to the front of the development issue, your sales people are able to address the root of the matter and redefine the most fundamental elements that will affect their success.

Over two decades of research and investigation have resulted in a training and development programme that centres on essentials often overlooked in other sales training. This programme delivered through a three-day training course, and phased over four (two?) months, is able to help sales professionals make a radical shift in how they perceive their abilities and attitudes they bring to their selling careers. when it comes to selling.



Mancroft International is well recognised for powerful and effective training programmes which centre on the flagship product; **The Winning Edge**. Over two decades in excess of 150,000 individuals from 16 countries have experienced the power of Winning Edge, with several multinational organisations using the programme as a foundation for training and development. Now Sales Cybernetics represents a natural evolution of the same ethos and methodologies, focused specifically on the core aspect of peak sales performance.

Never before has there been such an in-depth programme that uncovers exactly how the human brain really works. The knowledge you will gain here is powerful and has the potential to create a radical shift in the way you think, releasing massive potential for growth and development. You'll be introduced to exciting and amazing revelations about how your subconscious mind can be programmed to create incredible outcomes, turbo-charging your ability to sell at higher levels, consistently and with ease. Above and beyond this Sales Cybernetics is a fascinating new way to view the real you and will bring benefits far beyond just helping you to hit your sales targets. It will help you to review your own personal goals and objectives and understand what you really want from your career and life. It gives you the opportunity to take a quantum leap forward in deciding what you want for the life ahead and exactly how you can get there.

If you want to create a dynamic shift in results – It's time for **Sales Cybernetics**.

Contact us direct via the details below to start the process of positive sales development

Head Office:

Drayton Old Lodge, 146 Drayton High Road, Norwich, NR8 6AN

Tel: +44 (0)844 844 2950 **Email:** info@salescybernetics.com **Web:** salescybernetics.com



Mancroft
International