



Custom Sales SOLUTIONS

Thrive in the new economy with a transformational approach to sales.

The economy has forever changed the way customers buy. Therefore, organizations must now change the way they sell. Sales skills alone are no longer enough.

GP Strategies™ Custom Sales Solutions

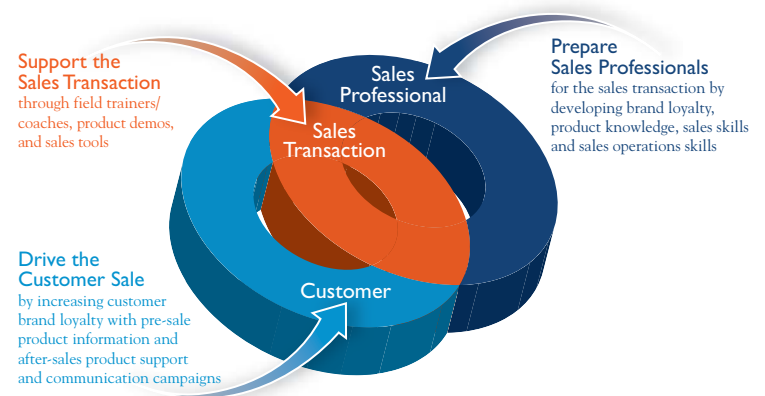
You also need in-depth product knowledge, greater perceived value and a passion for your brand to woo customers. Add in a longer and more complex sales cycle and one thing is clear—it's time to transform your sales organization to greet the new economy.

Learn more. Sell more.

GP Strategies not only prepares your team to capitalize on every opportunity in the new economy, but we also help you create more interactions with customers, which, in turn, creates more opportunities. Our Custom Sales Solutions reach beyond traditional sales training to include a holistic approach to sales that will:

- Develop brand loyalty and advocacy among customers
- Deliver greater value and assurance throughout the sales process
- Eliminate doubt or hesitancy during purchasing
- Create passion for your products among consumers before, during and after sales
- Withstand any economy

Customers and sales professionals are linked by the sales transaction. The stronger the link; the better the relationship; the more likely the sale. Extend the link post-sale and see your word-of-mouth and repeat sales increase.



Every interaction is a valuable sales opportunity you can't afford to miss. Recognized as a top sales training provider by Training Industry, Inc., GP Strategies' Custom Sales Solutions approach has become the gold standard for sales in the new economy. To find out why, call 888.843.4784 today.



Create passion for your brand.

These days, sales skills alone are not enough to drive sales. Customers want to know more about a product before they buy. They want to know they're dealing with a well-run organization. They want to believe in their purchase. GP Strategies helps make that happen through:

- Sales Learning Strategy
- Program development for sales skills, product knowledge, brand advocacy and operations skills training, as well as certification programs
- Blended curriculums and Web 2.0 features
- Sales methodology development and sales performance standards definition
- Training program promotions and incentives
- Outsourced training program administration
- E-learning technology consulting and integration
- Personalized internal communications

"...in the first 9 months after launching a custom sales solution initiative—with sales skills and business process training—our customer realized a 300% ROI in increased sales. In addition, their sales representatives made 80,000 fewer calls to the call center requesting help with processing orders online."

—Yvonne Sletmoe Wilson,
GP Strategies Learning Solutions Director

Back each transaction with powerful communications.

The more you reinforce your brand message, the more your customers align with your vision and the more interested they become. GP Strategies helps ensure your brand investment is protected and your messages are communicated consistently through:

- Customer-facing sales tools and point-of-sale communications
- Merchandising
- Outsourced channel trainers
- Sales coaching
- Product demos

To learn more about
GP Strategies' award-winning approach to
transformational sales, call **1.888.843.4784**
or visit salestraining.gpstrategies.com

Turn your customers into brand advocates.

Well-informed and cared-for customers become brand advocates for your products, spreading their belief in your products to other prospects, as well as becoming repeat customers themselves. GP Strategies has innovative ways to help you make a sales opportunity out of every interaction before, during and after the sale through:

- Pre-sale online product demos that create interest
- User guides and product packaging that reinforce future sales
- Consumer loyalty programs that encourage word-of-mouth and repeat sales
- Audience of One® publications that personalize post-sale communications and strengthen loyalty

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