



SALES PSYCHOLOGY
A U S T R A L I A

DIAGNOSTIC RELATIONSHIPS

Rapid Market Development To Unleash Innovation

A unique one-day discovery program designed to turbo-charge market developments, unite sales, marketing and product development teams.

Program overview

A unique market development program designed to:

- Breakdown barriers that inhibit the product development, sales & marketing departments from working as one united and powerful team.
- Speed up the markets adoption of your new products, services or innovations by aligning product life cycle to the optimum target markets.
- Rapidly access new markets with resonating value propositions that give your customers the confidence to invest in your innovative solutions.

Diagnostic Relationships is the only sales development program specifically designed for product development & marketing teams and the only new market development program specifically designed for sales teams.

Our Australian designed program is built for:

- New technology & business start-ups
- R&D, Product development, sales & marketing teams & executives
- Government bodies and Not For Profit Organisations focused on trade & new market development



The Idea in Brief

When sales are disappointing, product development and marketing departments often place blame with the sales force, citing poor execution of an otherwise brilliant new product introduction strategy.

In turn, sales departments tend to believe that marketers are out of touch with what's really going on with customers.

Each group often undervalues the others contributions. This lack of alignment ends up retarding development of new markets, burning cash and ultimately hurting corporate performance.

Through Diagnostic Relationships participants will discover:

1. The benefits of designing and implementing a marketing orientated approach in a Business-to-Business selling environment, to engender customer trust, loyalty and respect.
2. The importance of selecting and targeting innovators and early adopters at the launch of new products, innovations or when approaching new markets.
3. The five critical customer decision drivers that stall development of new markets and ways to overcome the customer comprehension barrier.
4. The crucial linkages between your new

product introduction strategy and effective execution of the sales strategy.

5. How to leverage highly differentiated and tangible value at the early stage of the new product adoption curve so that new markets take-off and grow quickly.

Wheres' the value ?

Through Diagnostic Relationships participants will discover:

1. The sales and marketing decision drivers at planning and implementation phases that influence behaviour of both the 'J' and 'S' Curves of the product life cycle.
2. The necessity of designing resonating value propositions at product launch to help salespeople connect the strengths of your innovation to the customers business objectives.
3. The importance of translating the features and benefits of your innovation into a tangible value equation your customer both agrees with and has the confidence to invest in.
4. The professional sales and marketing mindset that recognises the difference between a decision to buy versus a decision to change.
5. How to work smarter not harder by reducing the amount of heavy lifting required across the sales process through the design and implementation of sales tools and value calculators at the new product launch stage.





What will I learn?

Upon complete this program, you will;

- Know how to position yourself more confidently as an ethical, professional and value orientated sales and marketing executive,
- Understand how to leverage a value based selling methodology and avoid the commodity trap,
- Learn what product development, sales and marketing teams all have in common and discover how to approach generic marketing problems using a common vocabulary.
- Know how to apply the concept of turbo-charged market development to new markets, products and services,
- How to identify, select and target the right customers across all stages of the product life cycle.
- How to assure the value promise across all stages of the sales process to generate sustainable and profitable customer relationships

Personal Results

Once you apply learning's from this program you will;

- Stay on the strategic course and grow new markets quicker,
- Avoid doing desperate things and generate higher revenues and margins,
- Enjoy the benefits of closer relationships and better communication across the entire team,
- Reduce sales lead times and improve sales conversion ratio's,
- Understand how to spend more time with high quality sales opportunities in optimum target market(s)
- Find enjoyment in your customer relationships and generate more satisfied and more loyal customers. Allowing your customers to discover your true value and give them the confidence to invest in your solutions.

Company Overview

Sales Psychology Australia offers leading sales organisations an integrated approach across four core competencies, that together combine to drive overall sales force effectiveness; namely,

Sales Process,

Selling Value,

Sales Presentation and

Sales Performance.

Put your sales force on the path to significantly higher performance. Sales Psychology Australia tackles the issues surrounding sales force effectiveness to help you design and implement high-impact sales strategies to accomplish your revenue and profit objectives. Sales Psychology Australia applies an evidenced based approach towards sales productivity improvement that delivers tangible gains in bottom line results and delivers them fast!

Assisting businesses to grow establish traction and improve in there ability to sell, our unique programs & tailor made solution build sustainable entrepreneurial environments , allowing companies to enhance competitiveness through redefining their operating policies, gaining efficiency, creating differentiation and expanding markets.

UNLOCK YOUR POTENTIAL



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