

100% Branded Sales Effectiveness Training that is 100% Client Owned



Quick Facts

- GSA – Advantage GS-02F-0109W
- Small Business Certified
- NAICS 611430 541612
- MOBIS 874-4, 874-5
- Cage Code 5H7B8
- DUNS 788489180
- Veteran and Minority Owners

Introducing ABL

Today's challenging sales environment requires new strategies for communicating unique value to your clients. Your sales methodology must help your sales team discover clients' pressures, plans, wants and needs. It must also seamlessly integrate with your opportunities, unique value and market differentiation into a problem-solving partnership-based exchange.

ABL delivers proven sales and strategic account management (SAM) best practice solutions that help align your organizational strategy with your unique go-to-market sales message. We build fully branded, multi-dimensional programs that you own from beginning to end. Every program is uniquely designed to meet the unique needs of your sales team, while also delivering on the value expectations of your customers and partners.

An ABL partnership helps you:

- Improve sales effectiveness
- Reduce training costs
- Discover and leverage your unique differentiators
- Easily evolve your sales training over time with programs you own

ABL helps equip and empower your sales team to engage more effectively throughout the entire lifecycle of their client relationships. And with complete ownership of your program, there's no limit to how you leverage your program content going forward, and no restrictions to evolving it as your organization and market dynamics evolve.



ABL Contact

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RELEVANT

- Customized and branded to the sales environment
- Modern, advanced selling content
- Assessment and best practices based

REINFORCED

- Integrated, end-to-end Continuous Learning System
- Custom video assets to support learning content
- E-learning toolkit (portal) for coaching and organic learning

REAL RESULTS

- Increase productivity and efficiency
- Measure of tangible results
- Integrated into leading global organizations
- Recognized as a top tier provider

Leverage your unique value
to differentiate from your competition.

Maximize Adoption and Optimize Integration

While 'off the shelf' programs are focused on the 'training event'—and typically unconcerned with program integration into your organization—we employ a truly reinforced, integrated, end-to-end approach. Our methodology helps ensure sales training success while focusing on measurement of tangible results and ongoing value over time.

Every program begins with a comprehensive assessment of organizational best practices. These are then integrated with known best practices across a number of industries into the design of the learning solution. The result is a unique, custom designed sales methodology highly aligned with your organizations sales culture and market strategy differentiation.

Core Competencies

Customized to your organization and unique environment, we focus on bringing sustainable value in the following areas:

- Sales Process & Best Practices
- Sales Pipeline & Territory Management
- Consultative Selling Skills
- Value-Focused Selling
- Integrated Opportunity Planning
- Strategic Account Planning
- Collaborative Planning with Customers

Flexible, Multi-channel Program Delivery

We deliver a flexible, advanced approach that leverages modern technology and sales effectiveness methods that help align organizational strategy with your go-to-market sales message using methods that include:

- In classroom / instructor-led
- e-Learning / distance learning
- Video modules and digital content
- Coaching and train the trainer

Key Differentiators of an ABL Solution

- 100% customized and branded
- 100% client owned
- Video supported content
- Integrated Continuous Learning System
- Measurement of tangible results and metrics

Create a high performance sales force with ABL!

Accredited by the Experts



S A M A



Past Performance



US Navy
Recruiting
Command
N00189-11-D-Z045
Custom designed
and developed

multi-tiered sales methodology for deployment to 6,000 recruiters with custom videos and an electronic toolkit for reinforcement and sustainability

Spectra Energy
Design and
deployment
of multi-tiered management
development curriculum to
2,000 personnel in the U.S. and
Canada



“No other partner has given us such insight into our unique competitive advantages. Our customers confirm we’re winning because of our compelling and uniquely different sales approach.”

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