

SEAM STRATEGIESSM SALES

SEAM Strategies specializes in the deployment of the SEAM model, a revolutionary approach we designed to drive sales effectiveness and operational excellence. Our team specializes in sustainable onboarding, coaching, and sales performance management and has developed hundreds of sales professionals and sales leaders.

START

What would you like your sales team to start doing in the future that they are not doing today?

ELIMINATE

What activities would you like your sales team to eliminate in order to make them more effective?

ACCELERATE

What is working today that your team should do more?

MODERATE

What is your team spending too much time on that you would like to moderate?

WORKSHOP STAGES

- **Prework:** live surveys, one-way video coaching, identifying key account or prospect, executive level summary
- **Event:** Engaging, real deals, FANS exercise, current and future state, SEAM assessment, action log and milestones
- **Sustain:** 48 hour follow-up call, weekly milestone review, 30/60/90 day report outs, ongoing video coaching

AREAS OF SPECIALTY

- Video coaching
- Onboarding
- Gaining access and prospecting
- Account planning
- Opportunity planning “war room”
- Territory/business plan
- Sales performance management
- Negotiations
- Closing the sale
- Sales tools review

POPULAR PACKAGES

KEY ACCOUNT

Objective: Develop strategic plan to win new account or grow share of wallet

- Focus on one strategic account
 - Include all internal stakeholders (sales and operations team)
 - Customer-Focused Value Stream
- FANS exercise
- Video coaching
- Single or multi-day with prework and sustain follow up

TEAM ACCOUNT PLANNING

Objective: Develop multiple strategic account plans to win new account or grow share of wallet

- Single strategic account for each salesperson
- Engaging and interactive session
- Videotaped account presentations and feedback
- Customer-Focused Value Stream
- FANS exercise
- Video coaching
- Single or multi-day with prework and sustain follow up

SALES EFFECTIVENESS

Objective: Independent and unbiased review of current sales process and provide SEAM recommendations

- Interviews with sample from sales team and leadership
- Review of current sales tools with specific recommendations
- Analysis of customer’s buying journey from demand generation to win/loss
- Customer-Focused Value Stream
- FANS exercise and summary to leadership
- Review onboarding, coaching and sales performance management
- Multi-day project onsite, video coaching and phone interviews

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STRATEGIES
www.seamstrategies.com
(908) 227-9685

