

WCW Partners, Rick Conlow
and Doug Watsabaugh
Present



SuperSTAR ★ Selling



the  approach

SuperSTAR Selling

In today's selling world it is critical that your sales professionals develop 21st century selling skills. It is important to note that **experience doesn't do it**. In fact, if you have sold for 15 – 35 years, it is highly likely that your experience has blocked you from seeing the new world you're selling in, and that similarly, you are relying on old and ineffective habits to get you by. Many "talk a good game." And, your product knowledge and technical expertise are important as well. But, they are not the most important skill set to make you effective in this highly demanding sales environment either.

Research shows that only a modest percentage of sales professionals are proficient in using all the competencies that lead to sales success. In the 2010 *Harvard Business Review* article, "Do You Know Who Your Best Salespeople Are?", researchers found that only 37% of the sales people they studied were effective. They found that many of the behaviors utilized by the remaining 63% actually **drove down sales success**. Furthermore, only 9% of the sales professionals observed during their study **utilized all** of the important sales behaviors proficiently.¹ The more important, advanced selling skills, (what they call adaptive selling) rely much more heavily on the sales professional's abilities to listen effectively, understand the customer's needs and engage in consulting and problem solving that goes much further than "how am I going to get you to buy my product."

The good news is that these skills can be developed.

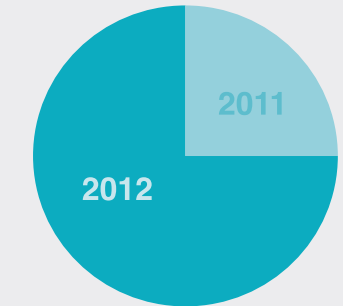
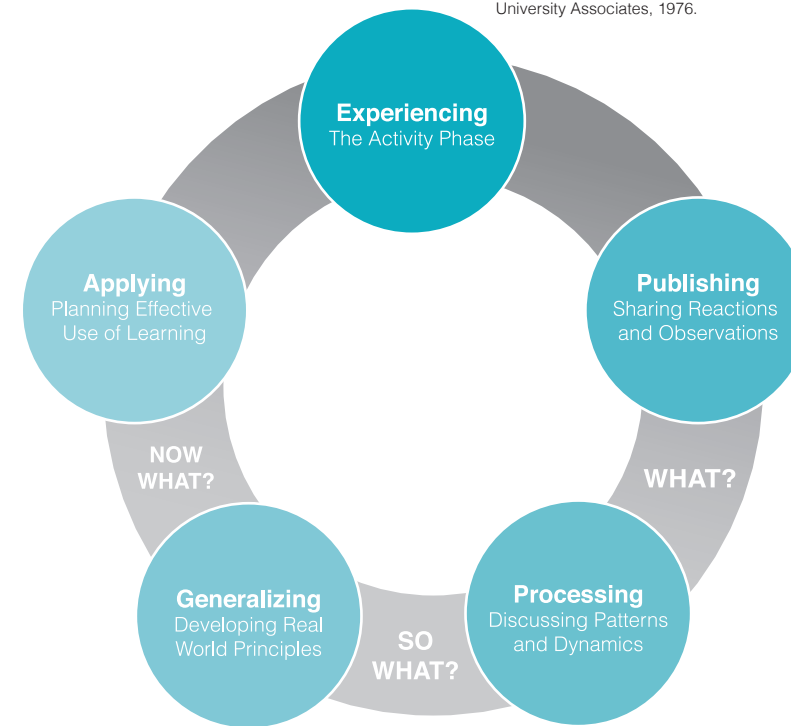
SuperSTAR Selling is for today – and for the future. It is advanced selling – research based and behavior focused.

¹ Lynette Ryals, Dr Iain Davies, "Do You Know Who Your Best Salespeople Are?", *Harvard Business Review*, 2010



// FIGURE 1. THE LEARNING MODEL

Jones, J.E. & Pfeiffer, J.W. *The 1976 Annual Handbook for Group Facilitators*, San Diego, CA: University Associates, 1976.



75%

WCW has helped clients achieve **75% GAINS** over the previous year, **DOUBLE** new product sales, **INCREASE SALES 20%** each year over five years, and achieve **8% IMPROVEMENT** in same store sales growth!

Your Program to Achieve Your Goals

WCW Partners delivers SuperSTAR Sales through Experiential learning methodology. This means that your participants don't just sit, listen and hope to be entertained.

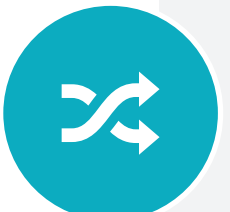
Our program gets participants involved – head, heart and hands. The program utilizes a variety of experiential activities, learning instruments, role practices and simulations to engage your sales professionals in the development of their skills.

The program is values saturated – SuperSTAR Sales rewards good planning, hard work, consistency of follow through, customer excellence, teamwork and winning. (getting results)



Sales Competency Assessment

We utilize the WCW Sales Competency Assessment–To shape preparation and prework, map training and personal development plans, coach for success reinforcement and follow up to ensure action and to support long term growth and professional improvement.



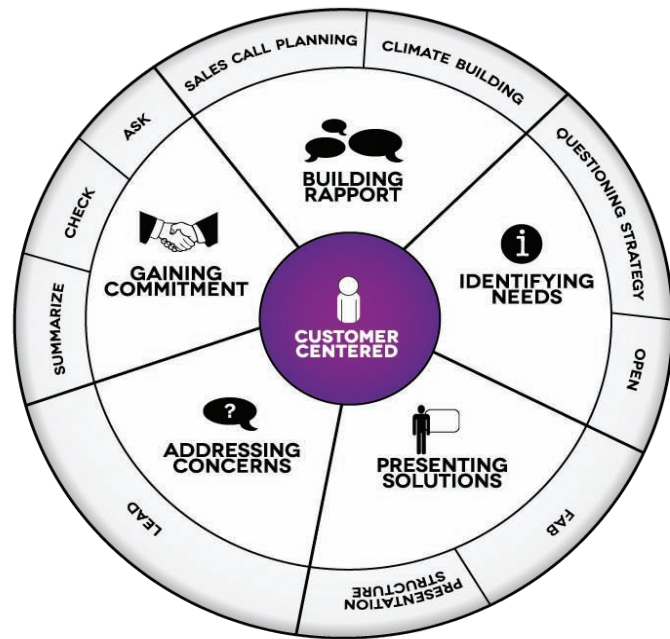
Multiple Tracks for Delivery

SuperSTAR Sales can be delivered by professionals from WCW Partners or by your staff - sales managers or company trainers. We will help you to determine the best long term strategy to build your team's capabilities, maintain performance excellence and to build the best relationships possible in support of your sales goals and objectives.



E-Tools

WCW Partners utilizes our Thinkbox Learning Management System to guide and track skill reinforcement and performance execution.



// FIGURE 2. THE SUPERSTAR SELLING MODEL

SuperSTAR Selling is built upon a core set of sales competencies, and is designed to be consistent in look and delivery methodology.

- SuperSTAR Selling is a comprehensive program, including a sales competency assessment, new hire training, training for experienced sales professionals, and ongoing training reinforcement of targeted professional sales competencies.
- As a result of your engagement with SuperSTAR Selling, all of your sales professionals will understand your organization's expectations of them, and they will be better equipped to manage and track their sales activity, and hit their sales numbers.
- SuperSTAR Selling incorporates a "train the trainer" approach and provides a program that is highly engaging and impactful.

the goals

SuperSTAR Selling Objectives

Participants of this program will:

Focus on the Customer

- Improve their ability to approach the sales relationship with a complete focus on the customer including the customer's business and personal needs.
- More effectively link sales activities to three levels of sales call planning, each of which guides the sales professional toward the customer's needs.

Master the Blueprint for Effective SuperSTAR Selling

- Learn and practice using a fully integrated sales process that provides guidance, discipline and customer focus for all sales activities.
- Sharpen and refine the skills required to establish and maintain an effective and productive business producing relationship with a wide range of customer types.

Learn Personal Success Technologies

- Establish a personal plan for increased success and vitality as a sales professional.
- Create conditions for increased success as a sales professional.
- Enhance their ability to work effectively as a team with key support functions to provide seamless sales and support to address customer needs.



SuperSTAR Selling Competencies

The SuperSTAR Selling Program is built around 10 core selling competencies. This provides consistency of expectations, as well as a framework for personal and organizational skill assessment and development.

01 Customer Focus

The ability to avoid preoccupation with your needs and focus on the customer's world.

02 Sales Planning

The degree to which you are able to orchestrate and execute an effective, results producing sales plan.

03 Building Rapport

The ability to establish and deepen rapport with clients even when they are "out of synch" with your preferred style.

04 Client Needs

The ability to "ask the right questions" to diagnose customer needs and to create a joint understanding of client priorities. And, the ability to work with the client to create a workable solution to meet the customer's needs.

05 Consulting with Clients

The ability to execute a compelling and results producing presentation of your solutions to the client's problems and needs.

06 Addressing Client Concerns

Effectively generating feedback and constructively working with client objections, anger and disagreement.

07 Follow Up and Follow Through

The ability to take the "long view" of the relationship and take steps to build a long term relationship.

08 Leveraging Team & Organizational Support

Effectively orchestrating appropriate resources to generate customer results.

09 Finalizing Agreement

The ability to ensure that the action is jointly understood and accepted and then doing all that is necessary to ensure successful execution of the agreed upon plan.

10 Emotional Resiliency and Peak Performance

Taking steps personally to manage personal learning and mastery as a sales professional.



Train the Trainers

WCW Partner's preferred delivery method is to train the organization's sales leaders to deliver SuperSTAR Selling to the sales team.

The Payoff:

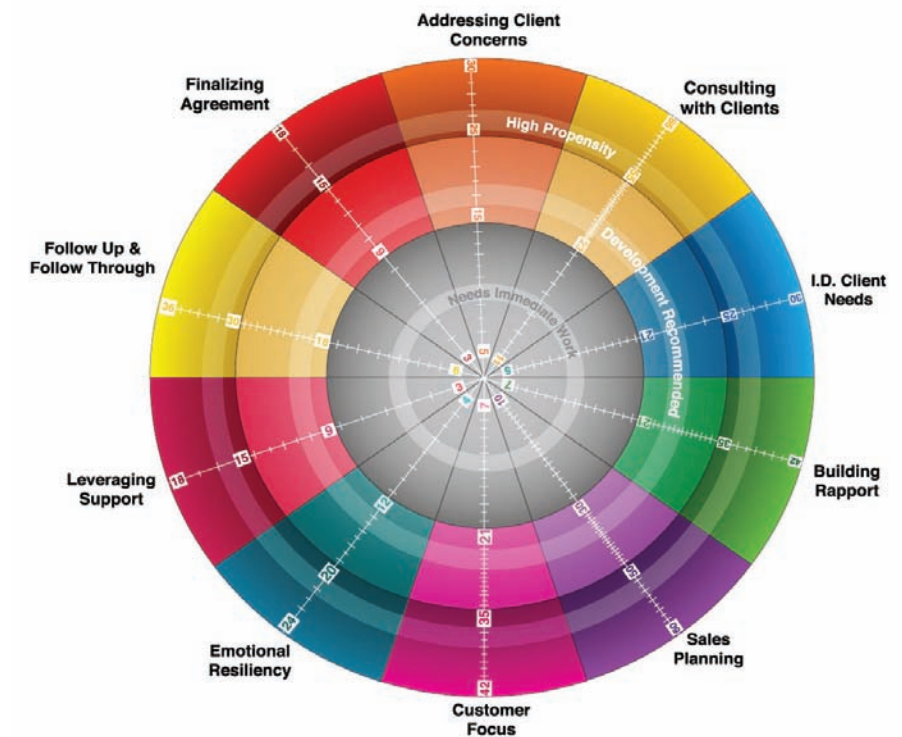
- The Sales Leaders bring credibility to the program and gain additional credibility from the skillful delivery of the training role.
- They know the organization's market and fully understand the unique challenges faced by the sales professionals.
- They are best positioned to reinforce the training and enforce expectations for the regular use of the methodology.
- They provide a logical and available mechanism to effectively deliver additional training on an ongoing basis.
- By equipping multiple sales leaders to train, you build in the capability to train new employees and to provide ongoing development for experienced sales professionals.



the models

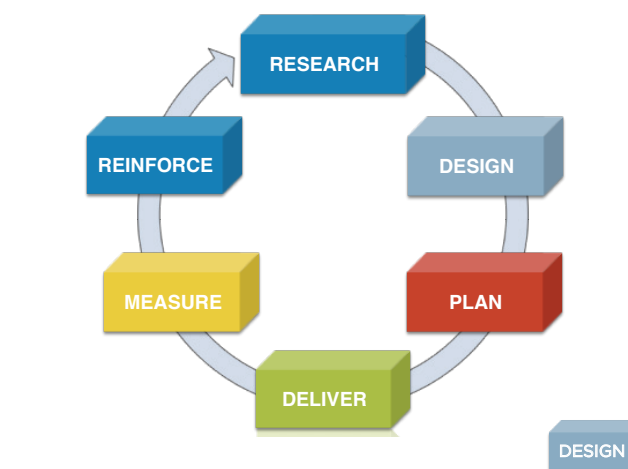
The Models

The models we've included here serve several purposes. The development and design tools shown below provide guidance and discipline for the development of your training program and delivery system. They are representative of the care we take to understand your business needs and to finalize a development system that maps to your needs and that reflects your business realities. The selling models and scoring chart serve as visual guides for your employees to use as they learn, refine and round out their selling skills. These models represent a small part of our dedication to "develop the capability in you."

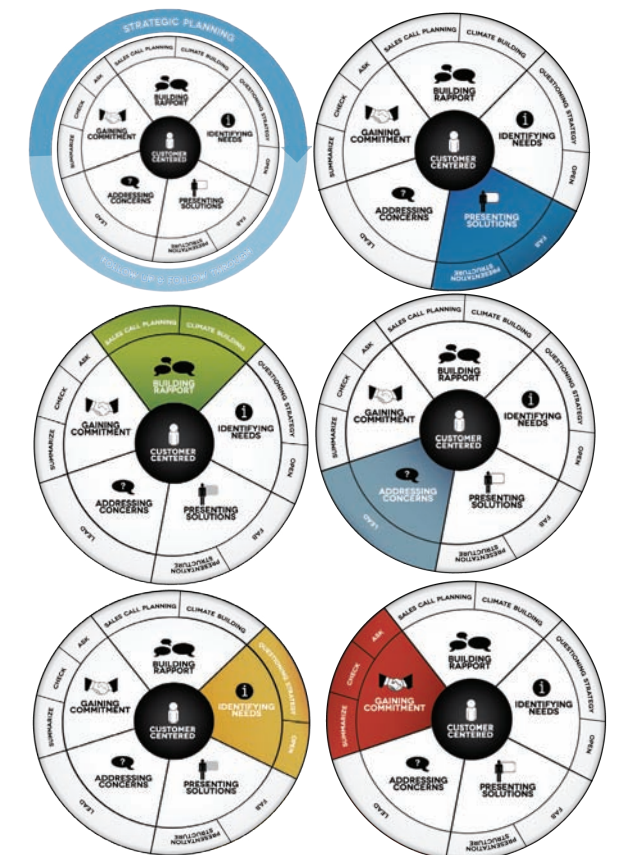


// FIGURE 3. COMPETENCY SURVEY SCORING CHART

// FIGURES 4-5. PROGRAM DEVELOPMENT & PROGRAM DESIGN FOCUS



// FIGURES 6-11. THE SUPERSTAR SELLING MODEL PHASES



about us



WCW Partners is a performance improvement company.

WCW Partners is a global consulting firm. Over the past 20 years they have worked with clients in Singapore, Malaysia, South Africa, France, Italy, Germany, the UK, Canada and Australia as well as virtually all of the states in the US. We work primarily in the areas of:

- Sales Growth and Development
- Customer Loyalty
- Organizational Design and Development
- Team Development
- Sales Training
- Executive Coaching
- Communication Strategies
- Leadership Development

We focus on:

- Increasing sales
- Growing profits
- Improving employee morale, productivity and engagement
- Enhancing customer loyalty
- Achieving results

Our Team

Rick Conlow, CEO/Senior Partner, and Doug Watsabaugh, COO/Senior Partner, have helped companies, governmental agencies and nonprofit organizations achieve record-breaking results for more than 20 years as performance improvement experts. Their clients' achievements include double-digit improvement in repeat and referral business, triple-digit increases in sales, more than 50% reduction in customer complaints, 34 quality and service awards, and domination in their respective markets. Rick and Doug are popular motivators and speakers, inspiring audiences with their engaging down-to-earth but down-to-business approach. They have authored more than a dozen books, including *SuperSTAR Customer Service* and *The SuperSTAR Leadership Model*.

Our consulting team also includes Meg Leach, Mike Navarre, Dick Lewis, Bruce Moorhouse, John Pultz and T.C. Bundy.



Our Clients

WCW Partners works across various industries. However, it's important to note that once we begin working with one client, we don't take on any of that client's competitors. For example, even though we have worked with several businesses in the hearing industry, we are now working exclusively with WIDEX.

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| • 3M | • Costco | • Lund Boats |
| • Aero Engineering | • Covance | • Marketlink |
| • Aid Association for Lutherans (AAL) | • Deknatel | • Maxim Truck |
| • American Express | • Eaton Corporation | • Meijer |
| • American Medical Systems | • Electrochemicals Inc. | • Nash Finch |
| • Amgen | • Entergy | • National Computer Systems |
| • Accenture Consulting | • Erickson Foods | • Navistar International |
| • AmeriPride Services | • Esoterix | • Parker Brothers |
| • Andersen Windows | • Frana Companies | • Toro |
| • Aspen Medical Group | • GN Resound | • Productive Workplace Systems |
| • Bellacor | • General Mills | • Red Wing Retail |
| • Business Incentives | • Grant Thornton | • Red Wing Shoes |
| • Canadian Linen & Uniform | • Hasbro Inc. | • Rollerblade |
| • Carlson Marketing | • Hatch Associates | • Ryan Companies US |
| • Carew International | • Health East | • The St. Paul Companies |
| • Case Corporation | • Honeywell | • Schwan's |
| • Challenge Printing | • Hunt Electric | • Tonka Corporation |
| • Coca-Cola | • Interton | • Tousley Ford |
| | • John Deere | |
| | • Kemps Foods Inc. | |
| | • Kenner Products | |

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