

Which Sales Methodology is Best? You're Asking the Wrong Question.

In most sales organizations, leaders purchase tools and training to help their teams succeed. To decide upon the best methodology for their company, they commonly ask high performers to recommend one, review the latest research, or implement the latest and greatest at their organization. The problem is that this decision is based on faulty criteria.

Current Sales Investments Are Failing

Your company is unique. Your customers are unique. To maximize business impact, for both your company and your customers, how you engage must reflect those differences. Using the same tired cookie-cutter approach to training simply does not work. And, the statistics prove it:

28B

Spent on Sales Training & Enablement Technologies

27%

Sales VP Tenure Down

65%

Sales Reps Missing Quota

It is time for an agile sales revolution.

Top Sales Performers are Situationally Agile

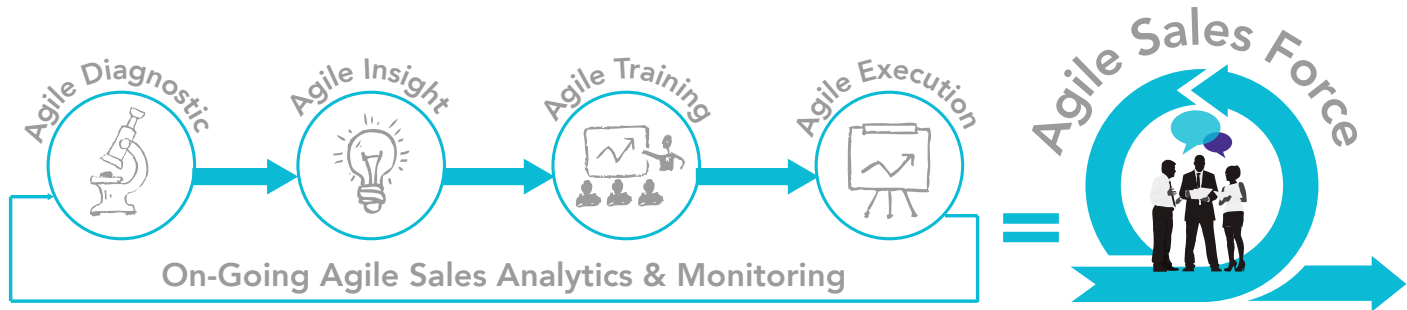
A multi-year study at FSU Sales Institute asked the question, "What is the Best Sales Methodology?" The goal was to get to one good, scientifically-based answer to this frequently asked question. Surprisingly, the answer was counterintuitive. In fact, it proved that no sales methodology works best. The best sales people are agile, using up to 4 different sales strategies in the buyer's journey while lower performing sales teams used one. In reality, a one size fits all sales methodology leads to lower performance and is failing in most cases. Instead, the best predictors of top sales performance across industries and company size occurred when salespeople:

- Can accurately identify the selling situation
- Understand the uniqueness of their company
- Are well versed in a variety of sales approaches
- Know which sales approach to apply in which situation

*Even the Best Performing Methodology
Fails 75% of the Time*

VantagePoint Agile Sales & Coaching Platform

VantagePoint's Agile Sales & Coaching Platform easily allows organizations to have the right sellers, solutions, sales strategies and coaching to understand each unique buying situation.



The VantagePoint Agile Sales & Coaching Platform transforms your entire sales force to sell like your high performers.

1. Company-specific Actionable Diagnostic & Insight

VantagePoint Agile Sales & Coaching Platform uncovers your unique sales situations. We codify what your top salespeople do and why they win. Then, we use this insight to develop the plays that help your team win.

2. Detailed Plays Tailored to Your Organization

Your unique, company-specific insight is transformed into a real-time, mobile playbook that explains how to identify situations and which approach to use in order to win.

3. Situational Training

VantagePoint helps your team practice the situations they will face and teaches your leaders how to coach their sales teams to win more.

Ultimately, we provide you with a laser-focused program that gets all of your sellers understanding each situation they will face in order to dramatically increase customer engagement, performance and results.

VantagePoint Agile Sales & Coaching Wins

12% More Revenue

22% Higher Win Rates

“You know our business better than we know our business. This is a game changer.”

– VP Sales Operations, Medical Device Company

About VantagePoint Performance

VantagePoint is the only agile sales performance company delivering diagnostic-based training and consulting solutions—all grounded in the latest academic-led, agile sales research. The VantagePoint proprietary Agile Sales & Coaching Platform includes an agile diagnostic that identifies the behaviors and unique situations your sales managers and salespeople face in the customer's journey. Leveraging your company data, you will know the behaviors and strategies your high-performing managers and sellers use to win in each specific selling situation. With VantagePoint, you will equip all your managers and sellers to be situationally fluent, to execute each unique interaction in the buyer's journey like your top-performers. Our mission is your performance, we are VantagePoint Performance and we are agile to the core!