



## Distributor Sales Bootcamp Training

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### Overview

MI Distributor Sales Bootcamp Training is a training program for distributor sales teams designed to help the sales team develop and enhance their core selling skills. The goal of this training is to provide the distributor sales team with the core tools required to improve their sales performance.

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### Sales Training and Coaching Services

#### **Definition**

MI Distributor Sales Bootcamp Training offers distributors a core training program for their sales teams designed to help the sales team develop and enhance their core selling skills. The goal of this training is to provide the distributor sales team with the tools required to improve their sales performance, and to, as a result, ensure distributor market and financial success.

This program includes both a classroom training and a sales coaching component.

Typically, the Distributor Sales Bootcamp Training program will be customized for each client based on their situation that has been clarified through a Sales Team Assessment Service.

<p><b>Program Components</b></p>	<p>The base Distributor Sales Bootcamp Training program includes four (4) core modules:</p> <ol style="list-style-type: none"> <li>1) <u>The Company</u> <ol style="list-style-type: none"> <li>a. Understanding the Company mission and strategy.</li> <li>b. Understanding the Company key markets, products, and positioning in the market.</li> <li>c. Company advantages, strengths and weaknesses</li> <li>d. How to leverage the Company's advantages, strengths and positioning in the market</li> </ol> </li> <li>2) <u>The Sales Team</u> <ol style="list-style-type: none"> <li>a. The importance of an effective sales team</li> <li>b. Roles and Responsibilities               <ol style="list-style-type: none"> <li>i. The Product Manager</li> </ol> </li> <li>c. Teamwork</li> <li>d. Sales team alignment with the Company strategy and markets</li> <li>e. The Sales Process</li> </ol> </li> <li>3) <u>Sales Techniques I: An Opportunity</u> <ol style="list-style-type: none"> <li>a. Understanding the customer situation               <ol style="list-style-type: none"> <li>i. Listen</li> <li>ii. Ask</li> </ol> </li> <li>b. Clarifying customer requirements</li> <li>c. Making an offer               <ol style="list-style-type: none"> <li>i. Proposal</li> <li>ii. Communicating the value of the offer</li> </ol> </li> <li>d. "Closing" – Agreement to move forward</li> <li>e. Follow-up</li> </ol> </li> <li>4) <u>Sales Techniques II: Sales Funnel</u> <ol style="list-style-type: none"> <li>a. Sales Funnel Basics               <ol style="list-style-type: none"> <li>i. Finding and identifying opportunities</li> <li>ii. Nurturing and channeling opportunities</li> <li>iii. Follow-up</li> </ol> </li> <li>b. Turning Prospects into Customers and Customers into Clients</li> <li>c. Sales Funnel Alignment with the Company Strategy</li> <li>d. New Vertical and Niche Markets</li> </ol> </li> </ol>
<p><b>Program Results</b></p>	<ul style="list-style-type: none"> <li>• A Sales Team with a solid foundation of core selling knowledge and skills, and that is better prepared to meet the daily challenges of selling in an ever changing and competitive environment.</li> <li>• Improved Sales Team Alignment for Success</li> <li>• Improved Sales Performance; Grow Profitable Sales and Improve Market Share</li> </ul>
<p><b>Target Market(s)</b></p>	<ul style="list-style-type: none"> <li>• Distributors that serve and want to grow in the emerging markets of the Americas. (See Core Regions below.)</li> </ul>

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<b>Core Regions / Markets</b>	Caribbean Central America Colombia Ecuador Mexico Peru USA
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