

Why SharperAx?

"Selling" conversations are broken

A good selling conversation involves questions, responses and stories that reflect familiarity with the prospect's situation and offers insights and ideas.

About 9 of 10 executives prefer conversations to presentations (Forrester) yet prospect conversations are failing – 9 of 10 conversations are deemed a waste of time according to the prospects themselves (Forrester).

Not surprisingly, the top sales forces have prioritized 'meaningful conversations' as their number one investment opportunity (Aberdeen).

But how do you do this? How do you "operationalize" good conversations?

Fixing selling conversations

Most public-facing 'performers' – like musicians, actors, athletes, trial lawyers, politicians and pilots -- practice.

Whether it's through rehearsal, batting practice, role playing or working the simulator, these professionals spend a great deal of time preparing for their performances.

Most sales professionals do not systematically "practice" their craft.

For sales professionals, systematically role playing the questions, responses and selling stories about their industry, company, customers, competitors and offering is the best way to practice, get better and win more.

How does SharperAx "operationalize" good conversations?

SharperAx is a SaaS application that uses webcams and screencasts to let sales reps view and practice their best "selling" stories so they can have consistently meaningful conversations with prospects.

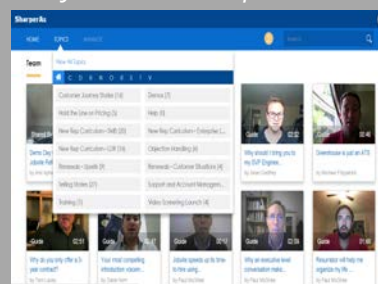
"The weekly role play and video learning approach helped the sales team effectively respond to competitive points as they emerged – it very quickly got everybody on board with the best message."

Dean Donovan
CEO, SearchForce

The value of your sales team rapidly learning your key selling stories and having more meaningful prospect conversations is a faster time to first sale for new reps, better win rates for all reps and a sales team that can adapt quickly and uniformly to changes in your marketplace.

The SharperAx Process

Find: The seller finds the story she wants to practice



Practice: The seller reviews expert practices and shares for feedback



Coach: The coach views the story, gives feedback, rates and certifies



Manage: The trainer inspects work, coaching, certifications etc.

