

Richardson Accelerate™ Workflow Tools

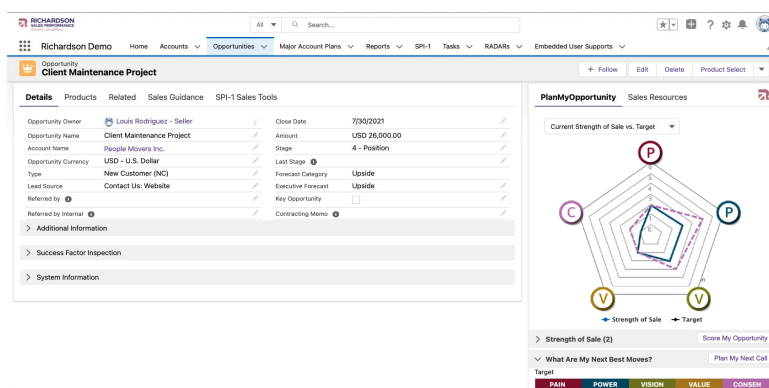
After sellers are trained, how the training is used, in the day-to-day is often an afterthought. Introducing **Richardson's Accelerate™ Workflow Tools**, a suite of CRM-enabled tools that bridge the gap between skill development and sales execution. Richardson's Accelerate™ Workflow Tools provide the right combination of tools and real time coaching to support to help your sales organization succeed in today's competitive environment. Sellers can immediately apply newly learned skills with confidence, to begin impacting sales performance, quickly. **Workflow Tools** allow the immediate application of newly learned skills with tools embedded directly in the user's workflow. This approach drives consistent application of "what good looks like" and drives real and lasting behavior change.

Benefits to Manager

- Creates a consistent and efficient structure for reviewing opportunities
- Reinforces required sales professional behavior through coaching questions
- Highlights progress rather than activity-based busyness
- Over time the patterns of sales professional behavior can suggest areas for coaching (e.g., sales professionals often struggle with progress on the Power scale)

Benefits to Seller

- Gives sales professionals a step-by-step map for their opportunity from initiation to close
- Provides sales professionals with practical and topical opportunity coaching through Next Best Action and Coaching Questions
- Ensures sales professionals maintain focus across all elements of the sales formula through the sale
- Provides prompt indicators when an opportunity stalls
- Offers a more objective approach to grading an opportunity in the sales process



Our **Accelerate Workflow Tools** are a salesforce application that embed the following directly into your organization's workflow:

- **Call Planner:** Sellers have a light weight, simple to use model to plan for their call, including selecting the specific drivers that are important for their call- this way, the plan is scalable to their specific selling situation.
- **Strength of Sale Check:** Users can objectively rate their opportunities based on the Sales Formula: Pain, Power, Vision, Value, and Consensus and can see real time coaching tips. After completing a Strength of Sale, users can set a target to determine what they are setting out to achieve after their next client interaction
- **Call Reflection:** After completing a call, sales professionals can objectively rate their call to identify what went well and to capture any areas of improvement. When managers observe the call, they too can reflect on the call and then see how the reflection from their view compares to that of the sales professional.
- **Manager's Coaching Planner:** Managers can schedule coaching sessions with sellers, as a result of any calls they observed. During coaching interactions, managers can follow a systematic approach to coaching their sellers

RICHARDSON SALES PERFORMANCE is the global leader in sales training and performance improvement. The improved sales training company drives accelerated growth by simplifying and solving the sales-growth equation. From ensuring your sales managers are executing the right activities to equipping your sales team to drive a buyer-aligned sales process with exceptional skills and strategies, we will guide your sales organization through a digitally-enabled performance journey that excites, engages and reveals results. Get to know us and experience what is possible – managers who know exactly how to drive growth from their teams, customers who see the difference in how your sales team shows up and a clear path to outperformance.

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