



TOP SALES ACADEMY

2013 - 2014

TOP SALES WORLD

INSPIRING THE GLOBAL SALES COMMUNITY

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Introduction

Here is what we know...

Around 50% of all frontline sales professionals missed quota in 2012 - in fact, it has been the same story for the past five years.

The standard and quality of sales skills has never been so poor – and are continuing to decline alarmingly. Why?

We believe that one of the reasons – if not the main reason - is that, when the financial meltdown began more than five years ago, most companies cut back on investment in human capital, and have yet to re-open their wallets...

This should not come as a surprise... Current stock market thinking provides a powerful disincentive for firms to re-invest in their people on an ongoing basis, because any such spend in ongoing training and other forms of education, is not separable from general expenditure - it therefore appears as a cost on the corporate balance sheet.

So, what's the answer?

Sales managers and sales professionals basically have two choices: They can wait

around for the economy to pick up - and hope that their company will re-commence their education - or they can take matters into their own hands and work with the mantra “If it's to be, then it's up to me”.

Here at **Top Sales World**, we are not going to wait around, but rather we have designed the most comprehensive online sales program ever created, to be delivered by some of the most successful sales gurus on the planet.



The Top Sales Academy launches in April 2013, and consists of four levels:

- **Sales Management/Leadership**
- **Internal Sales**
- **External Sales**
- **Consultative Sales**

Come and meet the Faculty ...



The 2013 - 2014 Academy Faculty



Dr Tony Alessandra
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Trish Bertuzzi
President & Chief Strategist
The Bridge Group.
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Best Selling Author & Founder of
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Ken Thoreson
Best Selling Author & President of Acumen Management Group.
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Wendy Weiss
Author & The World's Leading Cold Calling Expert.
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The Timetable 2013 - 2014

March 26th – Academy officially launches

Sales Management Level

- **April 9th** – Sales Management curriculum announced and registration open.
- **May 1st** - Free preview session. **Book now**
- **May 7th – June 6th** – Sales Management category weekly sessions.

Internal Sales Level

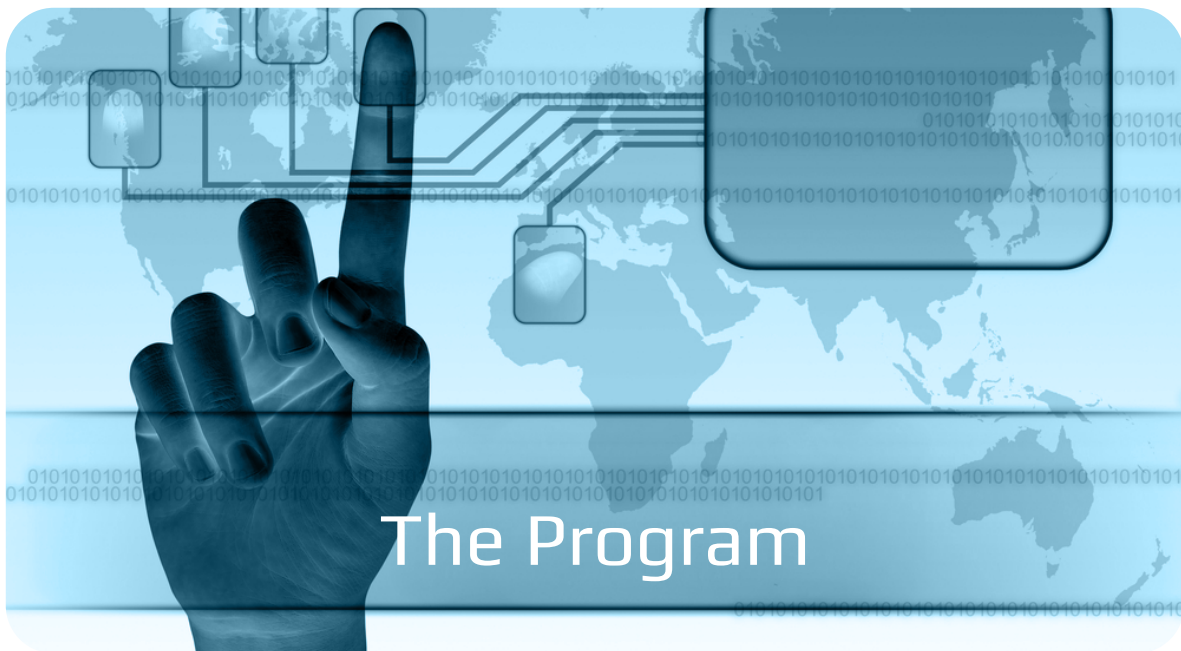
- **May 20th** – Internal Sales curriculum announced and registration open.
- **June 18th/25th** - Free preview sessions.
- **July 10th - August 1st** – Internal Sales category weekly sessions.

External Sales Level

- **July 22nd** - External Sales curriculum announced and registration open.
- **August 7th/14th** - Free preview sessions.
- **August 27th - September 26th** - External Sales category weekly sessions.

Consultative Sales Level

- **September 23rd** – Consultative Sales curriculum announced and registration open.
- **October 16th/23rd** - Free preview sessions.
- **November 5th – December 12th** - Consultative Sales category weekly sessions.



Top Sales Academy is an all-encompassing program divided into four levels. Our intention is to meet the needs of every frontline sales professional currently operating within the sales space.

Each level consists of ten modules, which we will deliver live, online, in digestible chunks of 45 minutes each week.

We will also provide full course notes (recordings of all sessions will be made available to delegates who miss any of them).

Here is a brief overview of each level. The full curriculums will be posted on Top Sales World as and when they launch – **please see the timetable on page 6.**

Level One – Sales Management

At least 80% of sales managers fail within eighteen months of being promoted (Source: Chally). Making that transition, from self-supporting super sales star to “executive shepherd”, is daunting. We understand exactly how the sales leader’s role has evolved and continues to change. We have identified ten key areas that are critical for success and we are able to provide a detailed route-map to ensure that success will be achieved.

- Members of our Faculty delivering this program: Jonathan Farrington, Anthony Iannarino, Dave Kurlan, Dan McDade, Nancy Nardin, Linda Richardson, Steven Rosen, Tamara Schenk, Colleen Stanley and Ken Thoreson.

Level Two – Internal Sales

For years, an inside sales position has been considered as the bottom rung on the sales ladder... Their immediate ambition to gain promotion to an outside sales job, with a car and an expense account - an obvious sign, to their family and friends, that they were "making it" in sales . Not anymore! Today's breed of inside sales professional is bright, qualified and well rewarded. Inside sales is now a career - not a mere stepping stone. Their commercial bandwidth is much wider and their skill-sets are, at the very least, the equivalent of their "outdoor" colleagues. Our Internal Sales Program delivers the ten most important essential skills, which are specifically relevant to internal sales professionals.

- Members of our Faculty delivering this program: Trish Bertuzzi, Craig Elias, Jonathan Farrington, Jill Konrath, Kendra Lee, Linda Richardson, Lori Richardson, Tibor Shanto and Wendy Weiss.

Level Three – External Sales

We have witnessed a considerable migration from external to internal selling, which has been driven by economic factors and greater use of online tools and facilities. But the status and value of the external sales professional remains significant - particularly in those circumstances where face to face selling is a differentiator. However, in order to succeed, salespeople in this role must blend a higher portfolio of knowledge with even stronger dialogue skills, if they want to become a true thought partner with their customer, build long-term relationships and, as a consequence, close more deals. Our External Sales Program provides delegates with all the skills necessary to thrive in this new environment - not merely survive.

- Members of our Faculty delivering this program: Craig Elias, Jonathan Farrington, Michael Griego, Jill Konrath, Kendra Lee, Michael Nick and Tibor Shanto.



Level Four – Consultative Sales

What sets truly consultative sales professionals apart from the rest? To begin with, they are able to first identify and then capitalize upon the political component within the buying process. They develop and sustain strong commercial relationships, at all levels, within their accounts. Salespeople at this level rarely, if ever, lose an order that they really want - because they are always in control of the sales cycle. Consultative sales professionals have high levels of strategic awareness and they can communicate comfortably with board level players. They also have what we term “competitive

courage” - they know that, in order to achieve consistent levels of success in today’s environment, it is necessary to be able to pro-actively target competitors and their client base.

The Consultative Sales Program is suitable for sales professionals operating in the “multi-level and complex” sales arena.

- Members of our Faculty delivering this program: Dr. Tony Alessandra, Joanne Black, Nancy Bleeke, Jim Cathcart, Jonathan Farrington, Jill Konrath, Jonathan London, Christian Maurer, Linda Richardson and Tamara Schenk.

Your next action? Please check the timetable on Page 6 and then book your place.



Registration & Fees

The Faculty has decided that this is our opportunity to give something back to the sales community, and as a consequence this is not a profit making initiative. As a group, we are totally committed to continually raising the bar in terms of sales excellence – which has always been the driving motivation for Top Sales World.

As a consequence, the fees for each level is just \$99, which will go towards the cost of staging the program – i.e. pay the costs of engineers, site designers and the program managers.

So that is **just \$99** for ten modules of coaching from the world's leading sales experts.

We also offer a full money back guarantee if you are not totally delighted with the program.

The main registration page will be situated over on Top Sales World, and you will find directions from the home page.

You will be able to sign-up from the following dates:

- **Sales Management Level** - From April 8th
- **Internal Sales Level** - From May 27th
- **External Sales Level** - From July 22nd
- **Consultative Sales Level** - From September 23rd

Please also remember that we are presenting two preview sessions for each level, which are free to attend. You will find the dates of these on page 4.



If you have any queries, or would like any additional information, please email us academy@topsalesworld.com



Summary

Top Sales Academy offers you a full range of sales and sales leadership training.

It is all here. It gives you the power to take control of your career growth and develop the skills and strategies critical for success in your role in today's rapidly changing sales environment.

Top Sale Academy brings to you with a simple click access to a *roster of international sales experts* across sales disciplines as your coach and mentor. This

global sales performance resource is designed to fill the developmental gap that exists for sales professionals world wide but who are committed to sales excellence.

The curriculum is specific to your role and covers four areas:

- **Sales Management**
- **Internal Sales**
- **External Sales**
- **Consultative Sales**



Each curriculum is made up of ten 45 minute courses, for example for sales managers Leadership, Sales Coaching, Recruitment/Interviewing, Maximizing Sales Tools, and Emotional Intelligence. And for salespeople Gaining the Appointment, Call Planning, Configuring Winning Solutions, Resolving Objections, Selling with Insight, Closing Sales. There are an additional 30 courses, all with the potential to positively impact your career. Each series of 10 courses comprises a full and integrated curriculum and includes tools to embed the learning into your daily work.

Each program will be delivered *online* over 10 consecutive weeks. Upon completion, you will have the option to be tested with private feedback and receive certification.

“Top Sales Academy brings the best of the training and development community to you. In conceiving the Top Sales Academy my vision was to build a single affordable sales training resource for sales professionals around the world with the potential to change their careers, improve their ability to hit quota, and most of all make the fulfillment of a career in sales theirs. Rather than having to wait for their companies to make them successful, I wanted to put that control literally in each sales professional’s hands.”

Jonathan Farrington

Top Sales Academy launches on May 7th with the *Sale Management Program*, and there will be **free preview sessions** on April 24th and May 1st. We hope you join us.



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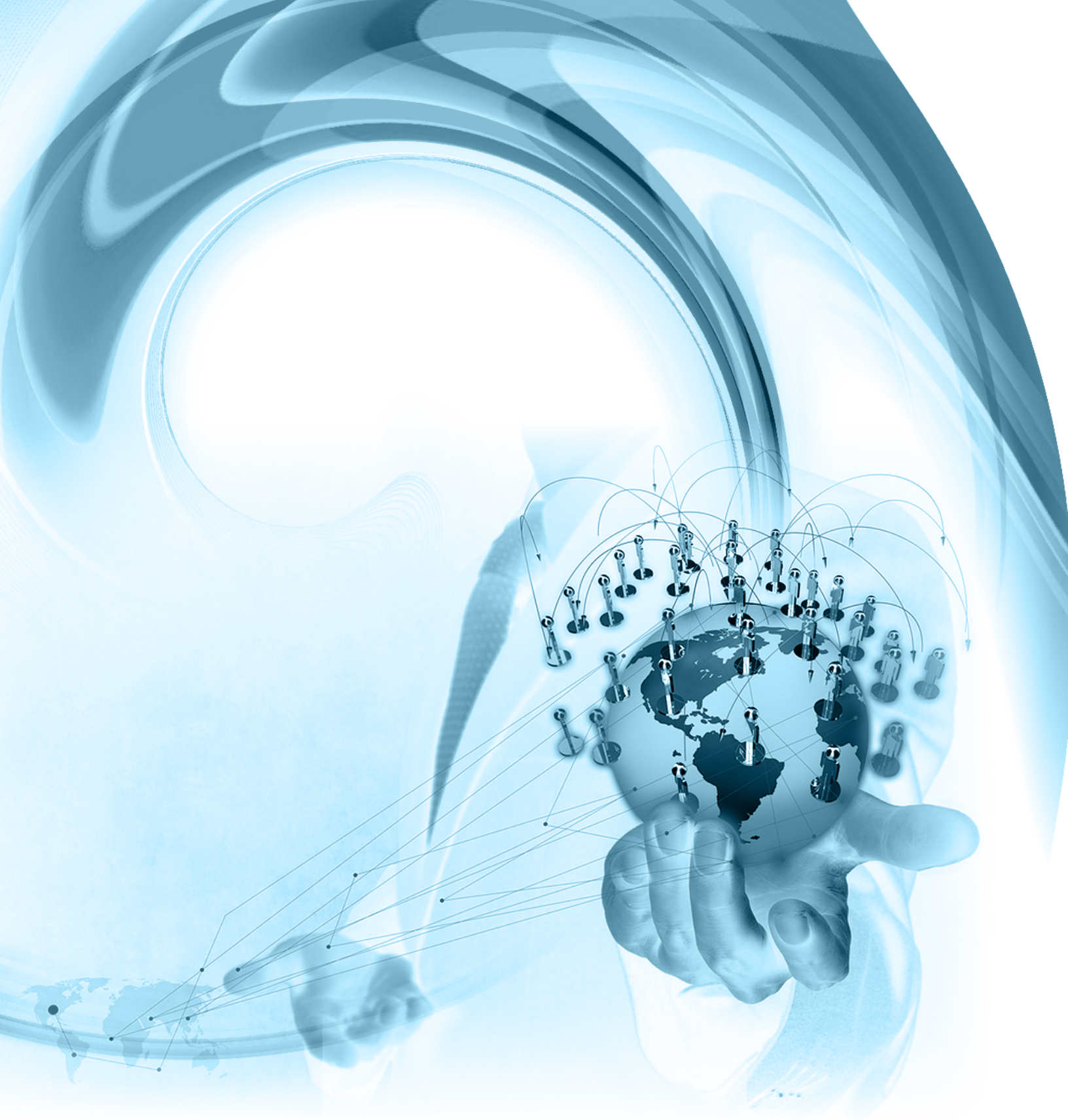




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