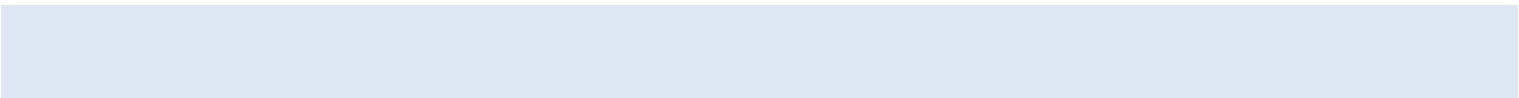


An Executive Summary

CONFIDENTIAL



Dear Friends,

It has taken over a decade of research, development and field testing to create the content that fills the gaps that currently exist in traditional sales training programs. The emphasis of the K-Method program is to deliver the core competencies for engaging in proactive business development and customer relationship management activities.

The key benefit of the knowledge gained through this program is that the learner will possess the specific skills needed to be competent and effective in their role as a professional who is required to generate their own leads and maintain their own book of business, so in other words, become a true selling professional.

It is important to note that because these courses were created and taught as stand-a-lone topics, provides a unique opportunity not found in traditional training programs to create customize learning plans based on the individual developmental needs. Therefore, the key benefit and unique selling proposition of this program is that the content is not industry or discipline specific, but mandatory for all who depend on selling and business development to generate revenue.

So in essence, because this program emphasizes the core skills that the individual will use to build, maintain and manage their own book of business, it is positioned to be leveraged as a crucial business strategy to promote ongoing personnel development as a business development strategy.

I am looking forward to sharing these ideas and working with your teams.

In friendship,



Kurtis Smith | President/CEO

Founder of The K-Method Success Academy

Author - Speaker - Trainer

www.kmethod.com

Phone: 630-777-1616

Teaching Salespeople How to Become Business Developers

What is the Kurtis Method?



K-Method (*Kurtis Method*) is a comprehensive strategy for educating business professionals, regardless of skill level, on how to **Develop** multiple prospect sources - **Maintain** Client Relationships - **Manage** a growing Book of Business. The program offers a proprietary training curriculum that teaches them how to correctly leverage technology, utilize frameworks for continuous improvement as well as how to use systems and processes to produce measurable results that are predictable, repeatable and track-able.

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About The Founder

Kurtis Smith is the Founder & CEO of The K-Method Group, Inc., & The K-Method Success Academy. With a diverse background as a United States Marine, Author, Sales and Management Professional, Mr. Smith brings with him over two decades of experience and know-how to the table. He is the creator of the Professional Standards for Sales Excellence training program, the most comprehensive library of courses built from the ground up to teach businesses and selling professionals how to ***Build, Maintain*** and ***Manage*** their book of business. His groundbreaking work provides the core skills and processes that selling professionals must know in order to be effective in business development and customer relationship management.

About The Founder

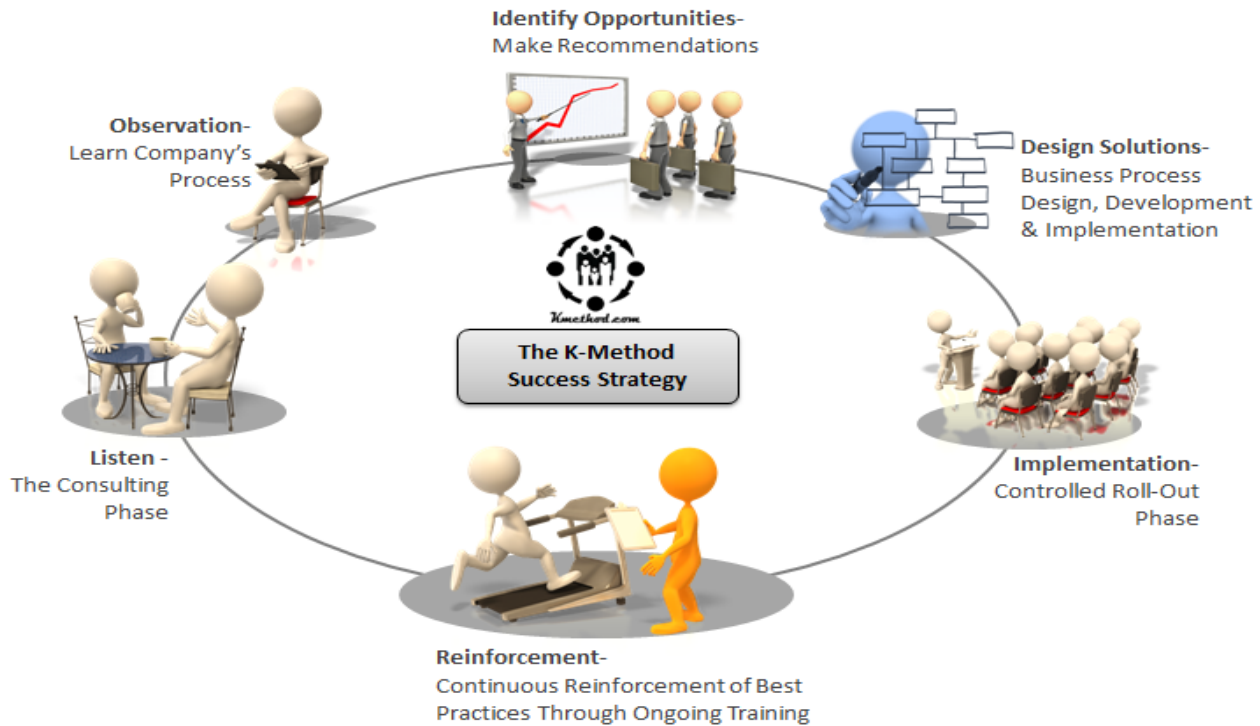
Mr. Smith is also the author of two books. His first book, Lessons from the Concrete Garden, is a by product of over a decade of research, development and field testing in order to identify and document the specific skill sets, characteristics and knowledge requirements of a highly skilled and professional salesperson. It provides real answers and proposes real solutions to improve the effectiveness and competency of these individuals through the implementation of specific systems and processes. His second book, The Ultimate Training Program for Dealership Professionals, takes the reader on a step by step personal development journey and teaches exactly what needs to be done and the skills that need to be acquired to succeed as a selling professional in today's competitive marketplace. This book lays out the actual training program that any business or individual can pick up, follow and be transformed.

About K-Method Success Academy



Kurtis Smith operates the K-Method Success Academy, a web based learning center that delivers the proprietary training curriculum as well as provides the resources and tools for individuals' consumption and corporate training solutions. Its flagship training program is known as Professional Standards for Sales Excellence (PSSE) and is a complete curriculum that consists of over 30 individual courses capable of being configured to meet the unique developmental needs of the individual. This comprehensive solution consists of training videos, workbooks, webinars and custom learning plans, all designed to produce measurable results for its subscribers.

Kurtis's Consultative Approach



Kurtis Smith's expertise includes the design, set up and implementation of systems, strategies and processes that support Business Development and Customer Relationship Management activities of organizations and their selling professionals. Kurtis developed these systems and processes out of necessity and as an answer to the ambiguous activities that selling professionals experience on a daily basis. His focus is to provide a roadmap that teaches the step-by-step activities that professionals will need to know in order to excel in these areas to build and sustain a profitable book of business.


What is the K-Method Formula?

A Strategic Approach to Intentionally Projecting and Achieving Sales Increase

The K-Method Formula allows the business owner or selling professional to project and intentionally achieve steady sales increases year over year....

It is a system that provides the steps and the know-how to decipher the data being entered into the CRM software and other business applications from various activities or departments to determine whether the objectives of the business are or are not being met so that a strategy can be formulated and then executed accordingly.

How Does It Work?

- 
- **Establish a Baseline**
 - **Set the Goal**
 - **Define the Strategy**
 - **Determine the Action Plan**
 - **Assign Roles & Responsibilities**
 - **Ensure Each Player is Able to Execute**
 - **Engage**

This strategy is only effective when the team executing it has been taught the core competencies required to build, maintain and manage a book of business.

It liberates the business owner by promoting strategic thinking to address fluctuating customer traffic patterns that would cripple those competitors who still depend heavily on sources like walk-in traffic for their survival.

The Kurtis Method Guiding Principle

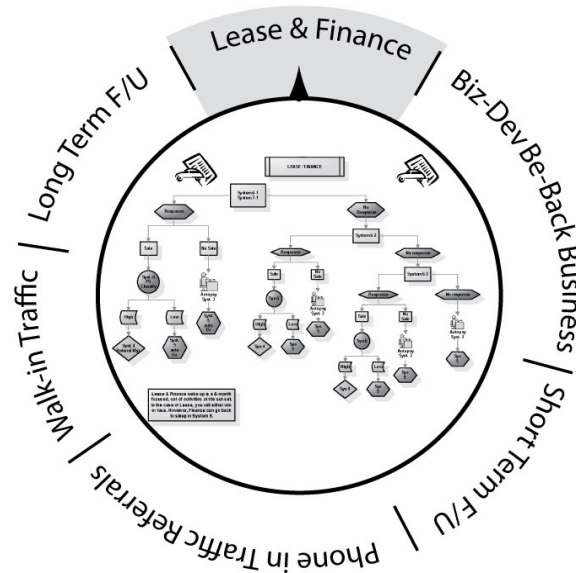


**“What you cannot define,
you cannot reproduce;
What you cannot reproduce,
you cannot measure;
What you cannot measure,
you cannot control or manage.”**

Kurtis Smith

The K-Method Process Wheel

Figure A



By utilizing processes:

- ⇒ Specific actions can be taken by the individual to achieve a specific result that can be measured to determine its impact on the overall goal.
- ⇒ The individual is able to utilize data to determine what is required to achieve optimal results.
- ⇒ The individual can measure his/her performance against a standard to determine what is required to meet that standard.
- ⇒ The professional understands the importance of determining the best practices that will aid him/her in doing their work on a daily basis.
- ⇒ Managers are provided with a well-defined insight into what they should be focusing on daily to ensure their team is on track.
- ⇒ Salespeople are provided with measurable daily tasks to achieve goals and a standard to compare their performance against for improvement.

K-Method Formula Defined



Figure B

SP = Sales Projections

Sales goals

ST = Specific Tools

A correctly configured CRM software and access to a Learning Management System for ongoing personnel development

DP = Defined Processes

A roadmap to follow that includes activities outlined in the strategies

K = Knowledge

Content and training methodology that will be used to teach the specific skills, systems and processes needed to execute the strategies

SS = Sustainable Success

Predictable, repeatable and track-able results that can be intentionally achieved, measured and executed by the entire team

K-Method Success Strategies

The Building Block Approach

Step 1: Establish a baseline - understand organization's current strategy as it pertains to business development, customer relationship management activities and how personnel development is accomplished throughout the entity.

The Implementation of Systems and Processes

Step 2: Design a process that fits within the business and culture to ensure compatibility and sustainability. This includes:

- Process Development - design processes to act as a roadmap for mission critical activities
- Content Development - Create content that can be leveraged to teach skills, systems and processes for defined core competencies
- Personnel Development - Leverage the K-Method content to teach the skills, systems and processes needed for ongoing personnel development

CRM as a Process

Step 3: Ensure that the CRM is configured to meet the objectives of the business development and customer relationship strategies.

Learning Management Systems (LMS)

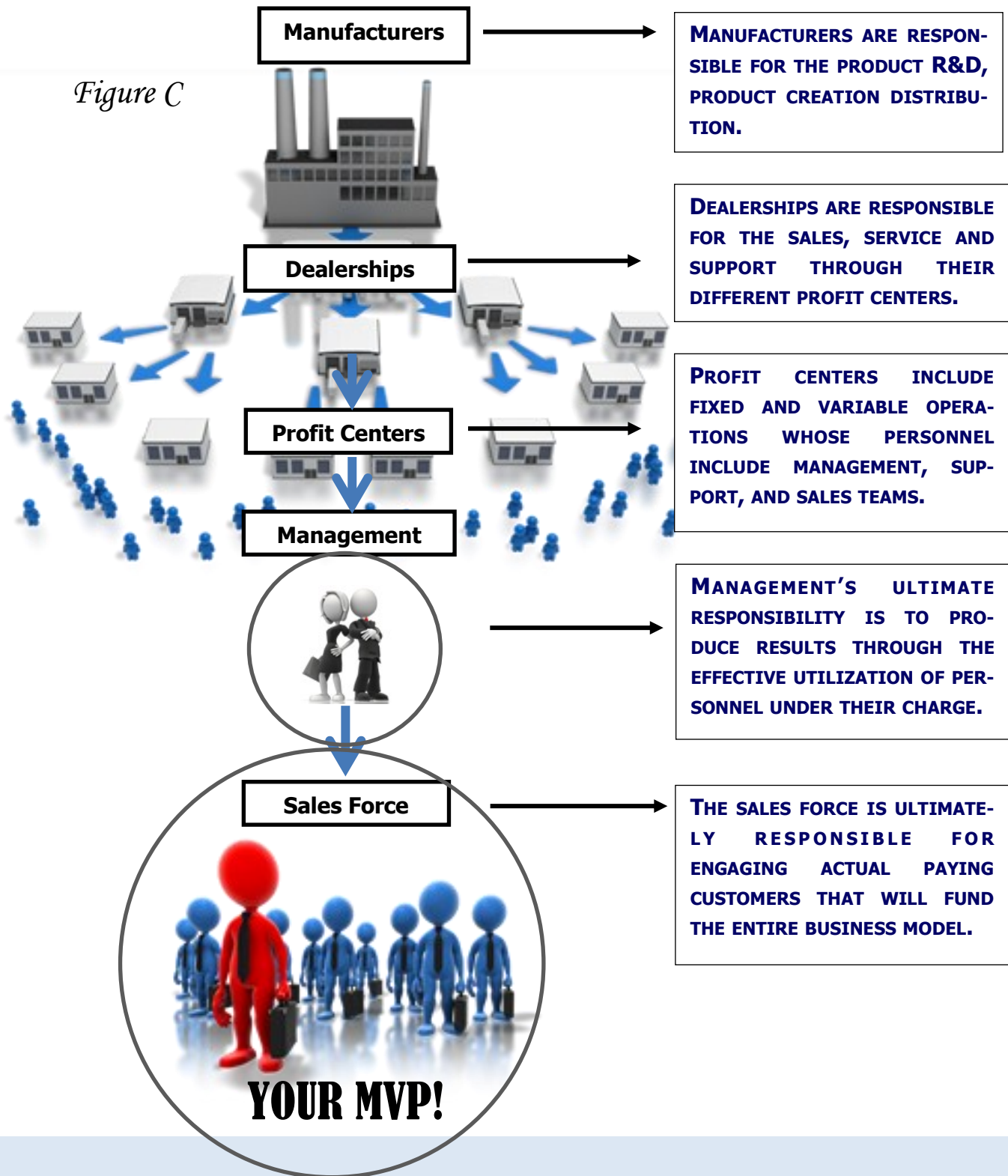
Step 4: Provide Learning Management Systems as an option to deliver the training, systems and processes to each team member on a reoccurring basis to ensure that the education sticks.

Learning Motion™ – the key to sustainability


Step 5: Introduce the process of Learning Motion™ to ensure that managers are able to manage the process effectively.

Automotive Business Model


Figure C




A Case for Change

 **The Dealership business model has historically placed little value in the development of its sales force. The historical agreed upon criteria for employment has been simply breathing with the ability to speak. They have and continue to accept the magnitude and importance of this role to their very survival.**

 **Regardless of product being manufactured, it will ultimately end up in the hands of a selling professional to engage an actual paying customer whose transaction will fund the entire business model.**

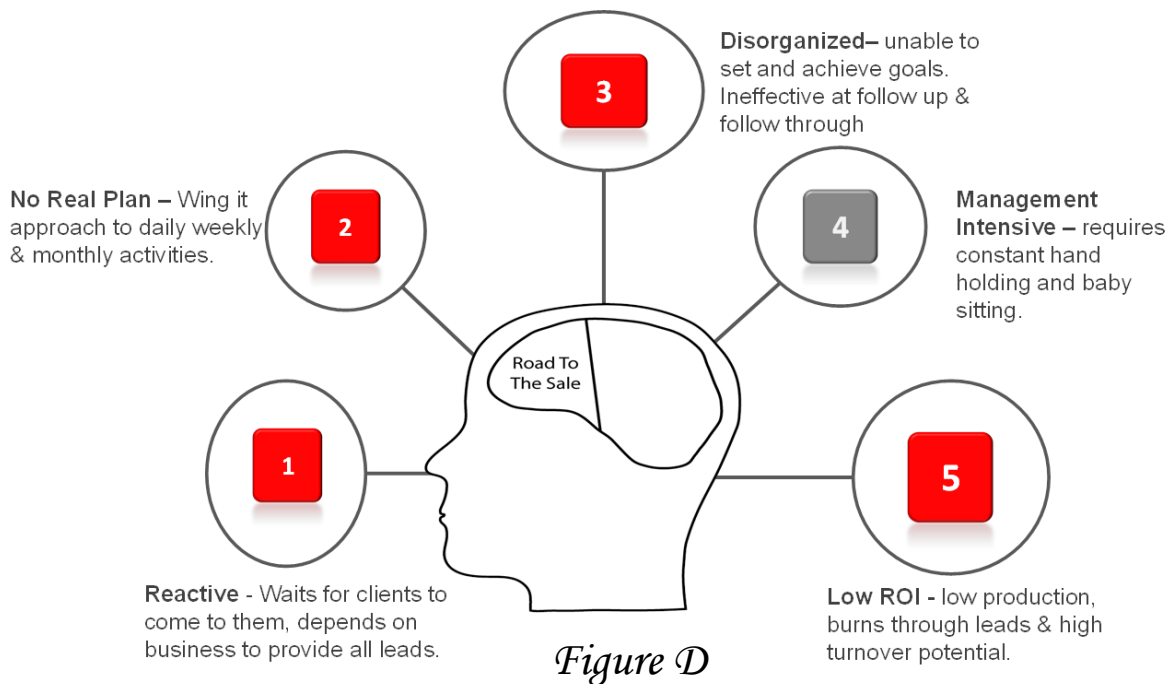
 **The selling professional must have defined systems and processes for the activities they engage in daily to do their jobs.**

 **Managers can only be effective when they learn how to manage the actual process that the salesperson engages in to do their jobs instead of trying to manage their behavior.**

 **Ignorance to the aforementioned facts is the #1 reason why many organizations with stellar products and services close their doors everyday.**

A Profile of Traditional Salespeople

What they don't know ultimately hurts the company!



In the absence of formal or structured training designed to teach professionals how to develop their own lead sources, maintain client relationships and manage all the activities they need to engage in to do their jobs, the individual will remain a liability and a constant financial drain on the business because of the points outlined in *Figure D* above.

Knowledge Gaps of Traditional Salespeople

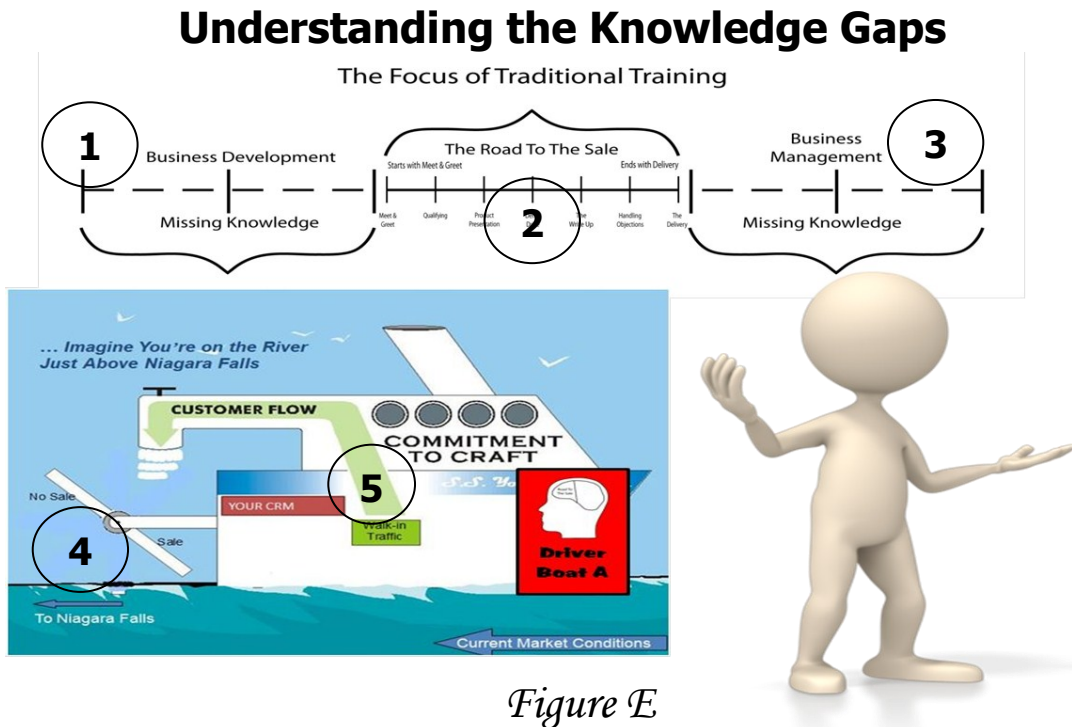
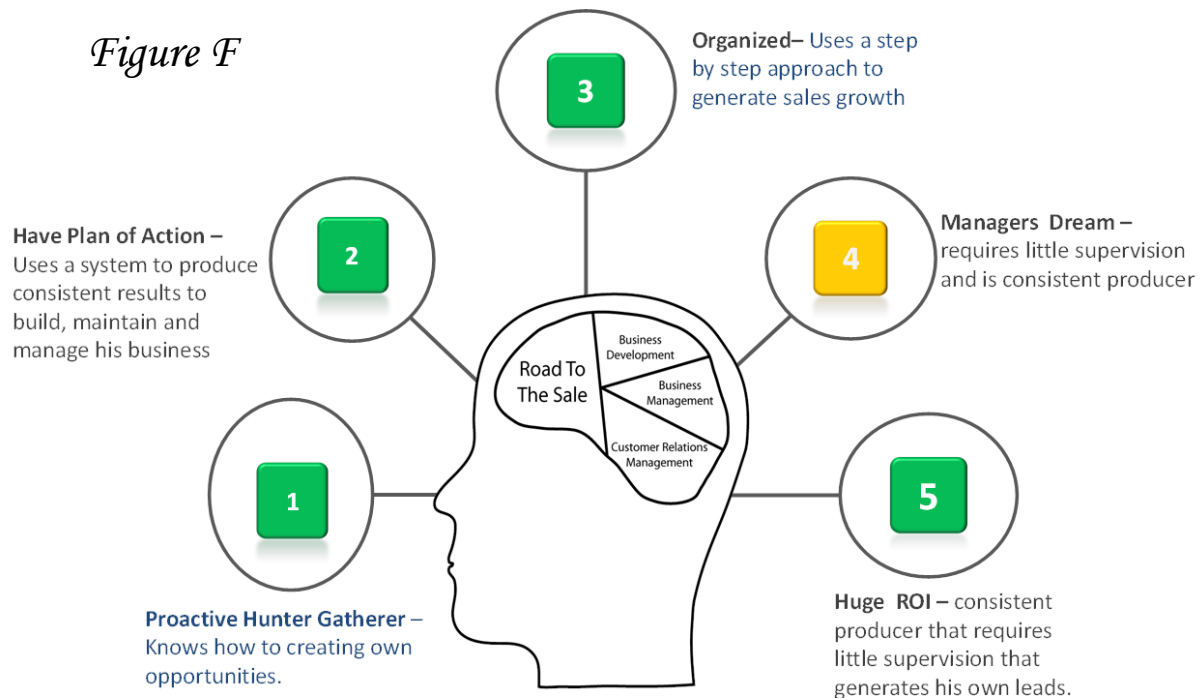


Figure E

In the absence of structured training, gaps in the knowledge the professional uses to do their jobs are visible but, in most cases, not understood by management as mission critical skill sets that need to be developed as identified above in *Figure E* as #1 and #3.

The visible expressions of these gaps in today's dealerships can be observed (identified as #4), where the majority of client interactions result in **sale** or **no sale** and without defined next steps. Consequently, they solely depend on the business for prospects or leads they need to generate income (identified as #5).

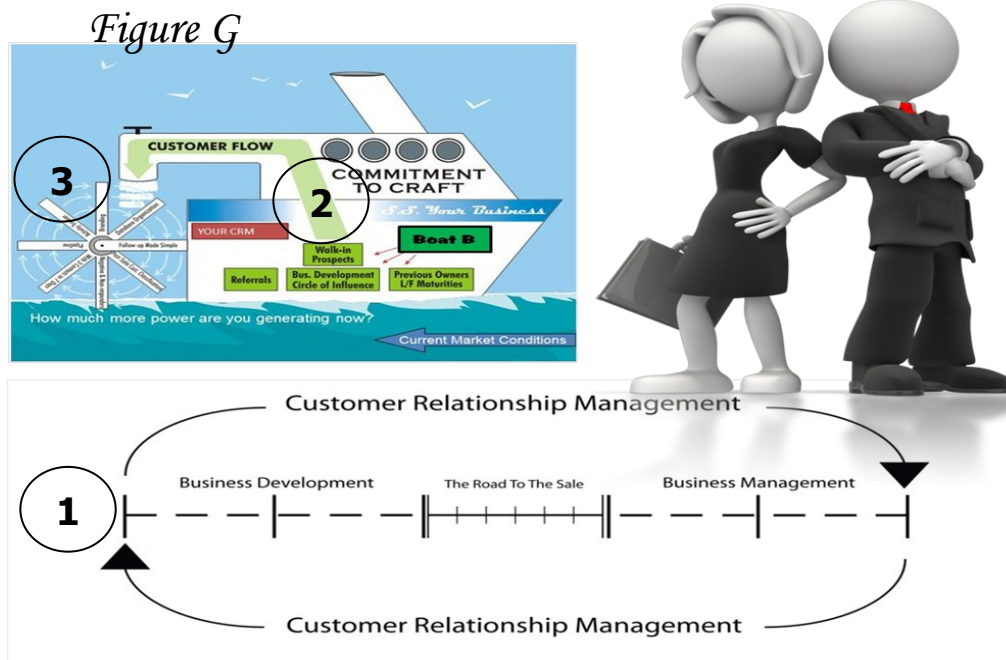
The Alternative - A Competent Professional



A competent professional as illustrated in *Figure F*, is one that has been taught the core competencies of how to Build, Maintain and Manage a book of business. Not only are they equipped to execute the *road to the sale* but they are able to:

- Develop their own lead sources
- Maintain client relationships
- Manage the activities that are responsible for executing the first 2 points

Knowledge Gaps Filled



The competent professional is taught that the sales process is not linear but circular in nature (see *Figure G* above, label #1). This approach ensures that once a client enters the sales process they will remain in the system (label #3 above) because there will be a strategy for every phase of the relationship. The competent professional is taught how to develop their own lead sources (label #2 above) to create a constant flow of new prospects and add repeat and returning customers entering the sales process.

Implementation of Best Practices



Figure H



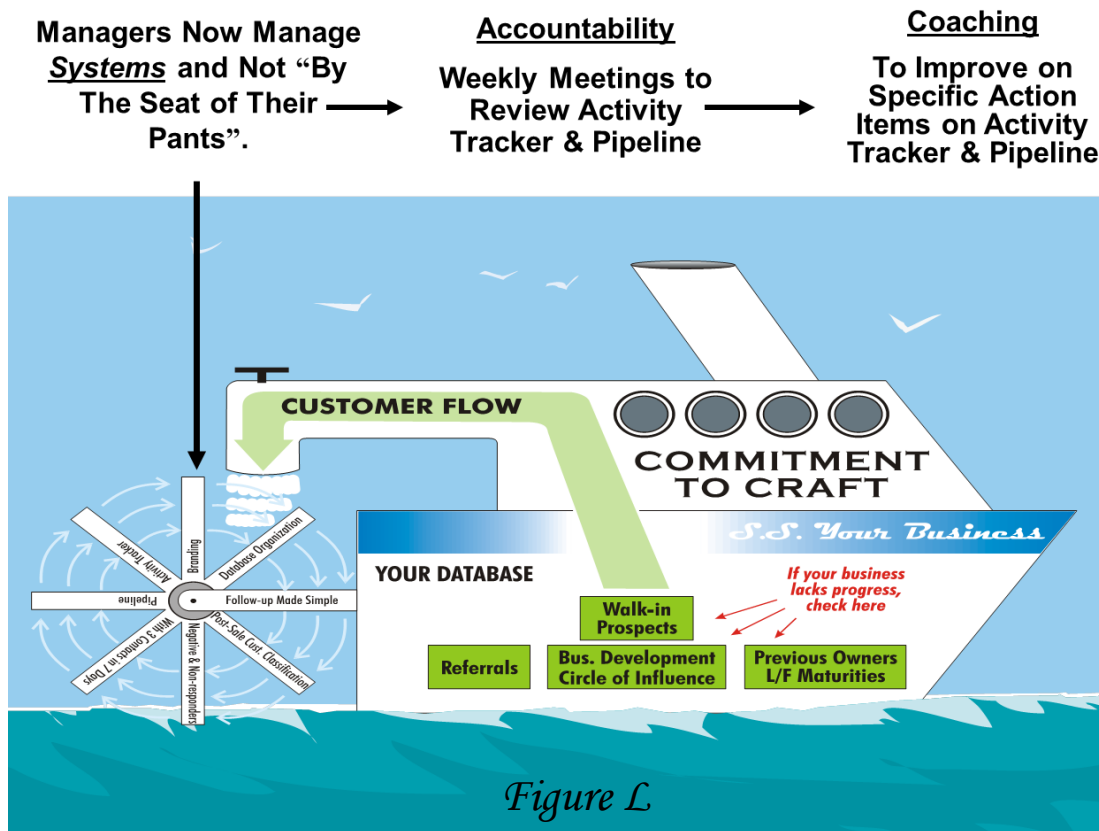
Figure I



Figure J

The #1 challenge that most managers have is that they do not know how to manage the process instead of the person. The above illustration was designed specifically for the dealership business model where management will be managing the process of ongoing personal and professional development by leveraging the use of technology and structured learning plans to develop the individuals under their charge.

The Next Generation of Dealership Sales Teams



Both managers and salespeople now in partnership with each other, can implement business development and customer relationship strategies that are outlined by the company. Management is now able to take corrective actions to ensure that the organization’s goals are achieved.

Next Steps...



Thank you for your consideration!

Kurtis

The Kurtis Method