



The **B·E·S·T** Business Building Program

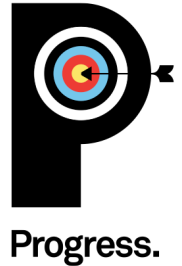
‘Motivating and empowering your people to perform at their BEST for your organisation’

The major challenge for almost every salesperson in the world is prospecting for new business. Discovering the right people to see, the time to see them and the skills to influence them, provide some of the biggest barriers to success. The BEST Business Building Program is designed specifically to beat those barriers – to help your salespeople find new business opportunities, qualify them and create the right environment for sales success.

The BEST Business Building program embraces all elements of a sales/service culture. Our System is easy to learn and remember. Highly experienced salespeople find the program as stimulating as the novice, with a strong ‘reminder’ factor and fresh aspects of time proven concepts, as well as new insights on buying psychology and behaviour.

Our Proven Program includes:

- Development/interpretation of marketing plan and strategy
- Prospect identification and classification
- Creative marketing in a competitive environment
- Networking skills and strategies
- Meeting potential customers’ needs
 - Methods of approach
 - Cold calls: face to face or telephone canvassing
 - Referrals
- Pre-approach mailings
- Managing call reluctance
- The new business cycle: marketing-sales-service
- Account management strategies
- Personal presentation
- Record keeping, time allocation, scheduling and management



A measurable outcome for the program is agreed with you and targeted throughout, with corrective measures built in if necessary to ensure results.

Why Progress Training Works

Progress Program Design and Methodology

At Progress Training Systems we undertake extensive briefings and orientation activities with clients to ensure we understand your corporate culture, terminology and procedures. We conduct diagnostic evaluations to enable us, in partnership with you, to tailor and customise the selected program to suit your organisation's style, services and other development activities.

In our own experience, a lot of time and money can be wasted on development programs that don't work. We want to achieve results, for our clients primarily - but also for our own satisfaction, reputation and referral business. We know that the only effective behavioural change occurs over time, with good on-the-job coaching and support. We work hard to create clarity of role and purpose, to define and impart skills through practical and memorable systems, and to ensure a lasting legacy that continues to achieve results long after we have left. Within client parameters, we build our programs on our own fundamental Progress Training Systems principles and philosophies.

Our programs are lively, interactive and enjoyable, providing valuable discovery - learning processes in a secure and friendly environment.

For further information on ways that Progress Training Systems can help your organisation Progress further call today on +61 29527 2280 or email admin@progress.com.au