



ABC Company

StoneArch Sales Training Program Effectiveness Review

Independent Assessment By:

Perception Management, Inc., utilizing
The Perception Analysis Methodology (PAM)



Achieving Clear Vision For Management Decisions

StoneArch, Inc.
980 North Michigan Avenue
Suite1085
Chicago, Illinois 60611
312.642.0600
WWW.StoneArchInc.com

Table of Contents

STONEARCH PROFESSIONAL SELLING SKILLS SEMINAR	3
INTRODUCTION	3
REVIEW OBSERVATIONS	4
GROUP RADAR CHARTS	7
GROUP: ALL RESPONDENTS (12)	8
GROUP: GREATER THAN 20 YEARS RESPONDENTS (2)	9
GROUP: 10-15 YEARS RESPONDENTS (2)	10
GROUP: 5-10 YEARS RESPONDENTS (4)	11
GROUP: 3-5 YEARS RESPONDENTS (3)	12
GROUP: 1-3 YEARS RESPONDENTS (1)	13
GROUP: LESS THAN 1 YEAR RESPONDENTS (1)	14
CSF RADAR CHARTS	15
SKILLS DEVELOPMENT INDEX	16
ADVANCED SKILLS SPEAK	18
MEYERS-BRIGGS: COLORS	19
ADVANCED SKILLS: SAFE	20
CLOSING	21
RESPONSE TO ALL ISSUES BY GROUP	22
ALL RESPONDENT RESPONSES (12)	23
COMMENTS:	29

StoneArch Professional Selling Skills Seminar

Introduction

In October, 2006, StoneArch completed the delivery of professional sales training sessions to ABC Company member sales personnel for 16 individuals. Twelve of the participants of the sessions have completed an analysis by an independent organization that indicates a 75% positive increase in professional selling issues and techniques.

This report is a measurement and summary of the values, beliefs, skills, abilities and awareness of professional selling as perceived by the participants before and after the training sessions. The responses to the before and after survey indicate results have already begun in the following areas:

- Understanding key principles of high-yield selling
- Aligning personal goals to department and company goals
- How to develop and sustain high-yield rapport building
- How to untrap equity by maximizing contacts and getting referrals
- Knowing how to eliminate misguided, constraining sales protocols
- Mastering the basic skills which comprise **SellTruth** and differentiation from competitors
- High-yield appointment setting
- Single and Group presentation skills
- Overcoming the overly obvious Feature to Benefit, typical salesperson behaviors
- How to never present without issuing a *call to action* (close)
- How to deliver **low-risk/high-yield** closes which create courageous behaviors in non-courageous sales people. (A close is a call to a desired action)
- How to generate testimonials which directly address client objections
- How to adapt selling skills to match prospective client personality and temperament

StoneArch uses Perception Management, Inc., to provide this independent assessment of these values, beliefs, skills, and abilities to execute as perceived by the seminar attendees. The before and after check are accomplished by Perception Management, Inc., using their Perception Analysis Methodology (PAM).

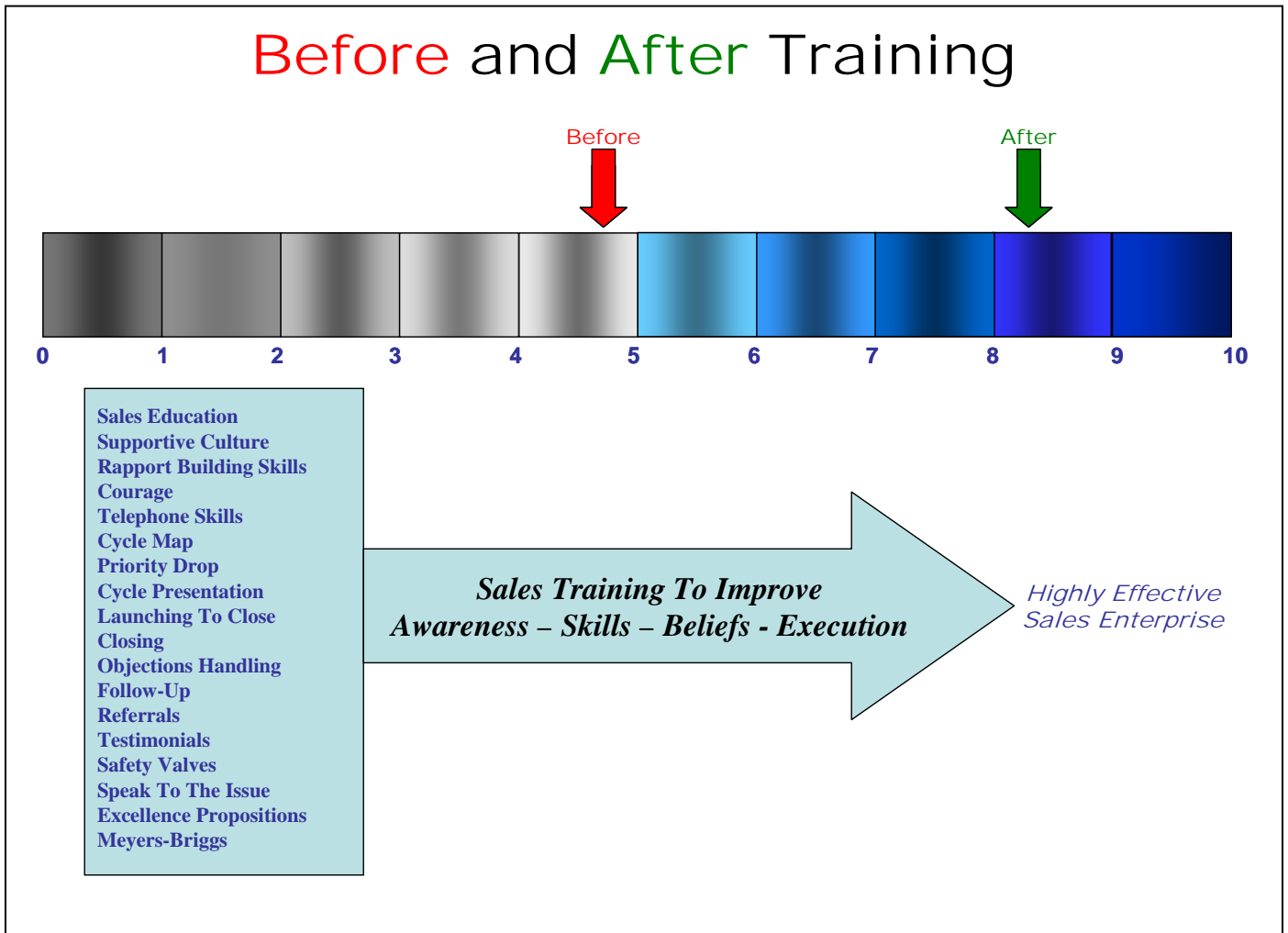
Review Observations

The participants in the sales training seminar expressed their beliefs and strengths in sales best practices before and after the training. Overall, there was an increase of 75% in the awareness, understanding, acceptance, and use of professional selling skills by the participants at the end of the StoneArch Sales Training Seminar. Much larger increases in focus and understanding were expressed for certain aspects of the training, including:

- 126% increase in Adv Skills Safe – Involves techniques for reducing pressure during the sales process. These techniques also provide a means for increasing pressure with a safety outlet to reduce the pressure thereby enabling a quicker more solid close.
- 100% increase in Meyers Briggs – Involves techniques for understanding personality components. These techniques enable the sales person to identify personality types and adjust sales communications for maximum effectiveness.
- 95% increase in Adv Skills Speak – Involves techniques for speaking to the issues physically observed and logically deduced. These techniques enable the sales person to respond appropriately to key issues leading to a successful sales engagement.
- 93% increase in Testimonials – Involves techniques for getting and using testimonials from clients. These techniques enable the sales person to pre-position testimonials which address typical objections their practice and allow them to lever and “un-trap” their equity.
- 80% increase in Closing – Involves techniques for consistently completing the sale in a timely manner. These techniques enable a sales person to ask for the order and close the deal quickly.
- 67% increase in Objections. – Involves techniques for getting to the “Real Objections”. These techniques enable the sales person in overcoming resistance given by prospective clients.
- 58% increase in Adv Skills Excel – Involves techniques for developing and presenting excellence propositions during the sales process. These techniques enable a sales person to differentiate their company form other based on excellence issues.
- 46% increase in Priority Drop – Involves techniques for realizing there are advantages that can be achieved if the primary advantage is lost. These techniques enable a sales person achieve a postive yield for their efforts even if their primary objective is lost.

SALES TRAINING REVIEW

There was a substantial (75%) increase expressed by the participants in their awareness, skills, beliefs, and abilities to execute resulting directly from the sales training seminar.



There was an increase of 80% amongst the participants in the belief that this sales training class and curriculum would be beneficial to all sales people in the company. The expectations of the participants were exceeded by 63%.

The following summary charts show the before and after responses and corresponding percentage increase or decrease in understanding, beliefs, and ability to apply sales best practices in their day-to-day sales engagements.

SALES TRAINING REVIEW

Overall

% Change
75%

Before
48

After
84

CSFs

GROUPS

<u>CSF</u>	<u>CHG</u>	<u>BFR</u>	<u>AFT</u>	<u>GROUP</u>	<u>CHG</u>	<u>BFR</u>	<u>AFT</u>
Adv Skill Safe	126%	38	86	>20 yrs	176%	33	91
MBTI	100%	44	88	Int Form	98%	43	85
Adv Skills Speak	95%	42	82	3-5 yrs	91%	46	88
Culture	93%	41	78	<1 yr	89%	44	83
Testimonials	93%	40	77	Prod	84%	45	83
Cycle Pres	82%	49	89	Res	75%	48	84
Seminar Topics	86%	44	82	Mgr Prod	69%	52	88
Adv Skills Pre-Emp	80%	50	90	Ext	65%	48	79
Closing	80%	44	79	10-15 yrs	63%	51	83
Conclusion	72%	50	86	Int Disc	57%	54	85
Follow-Up	71%	49	84	5-10 yrs	54%	50	77
Courage	67%	49	82	1-3 yrs	49%	61	91
Objections	67%	51	85	Self	50%	52	78
Adv Skills Excel	58%	53	83	Title	43%	51	73
Cycle Map	58%	53	84	Mgr	18%	68	80
Referrals	56%	57	89				
Priority Drop	46%	54	79				
Sales Ed	47%	59	87				
Telephone	44%	55	79				
Rapport Bldg	40%	62	87				
Co & Me	38%	61	84				
Seminar Proc	33%	52	69				

Measurements of perceptions of Professional Selling beliefs, values, skills, knowledge, needs, and execution.

100 = **Extremely Strong**
 83 = **Very Strong**
 66 = **Slightly Strong**
 50 = **Neutral**
 33 = **Slightly Weak**
 16 = **Very Weak**
 1 = **Extremely Weak**

Group Radar Charts

Components:

Radar Charts are used to show the responses to the electronic interviews by graphically showing the respondent's **Before**, and **After** perceptions of the interview Issues (questions) by converting the interview scales to numbers where:

100 = Extremely Strong
 83 = Very Strong
 66 = Slightly Strong
 50 = Neutral
 33 = Slightly Weak
 16 = Very Weak
 1 = Extremely Weak

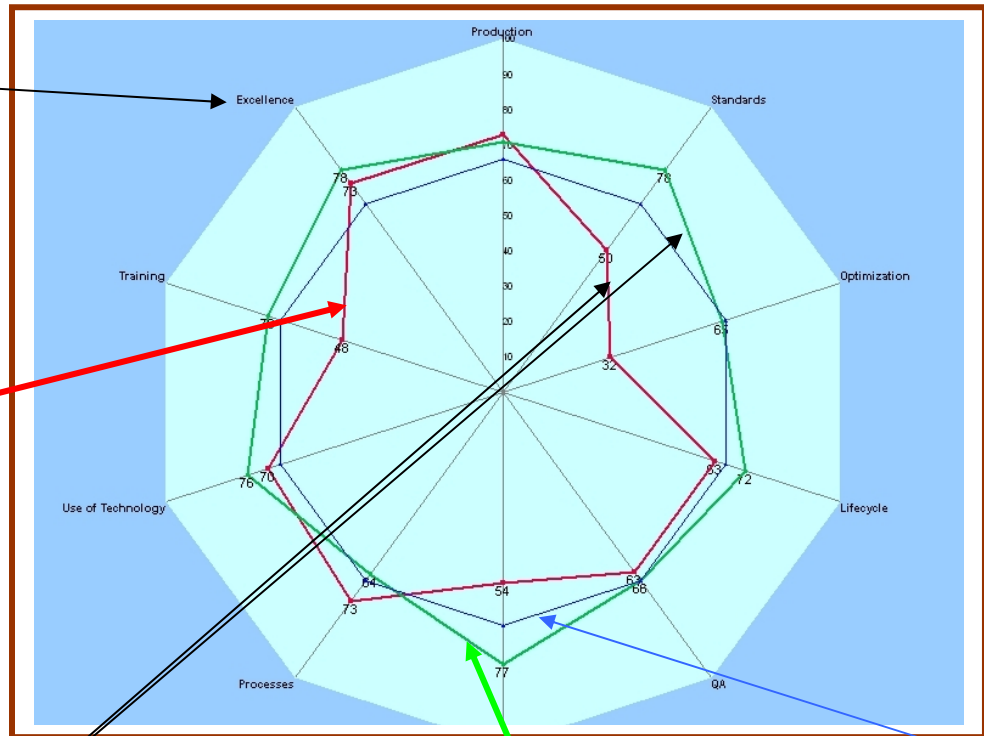
Group Name

Number of Respondents in the Group.

ALL Respondents (6)

Critical Success Factors (CSFs) listed in alphabetical order, clockwise around the radar chart wheel.

Red line is the level of strength **Before** the seminar that the Group has expressed about the Issues within each of the listed CSFs. The higher the number (closer to the outside of the wheel) the stronger the responses are to the Issues within the CSF.



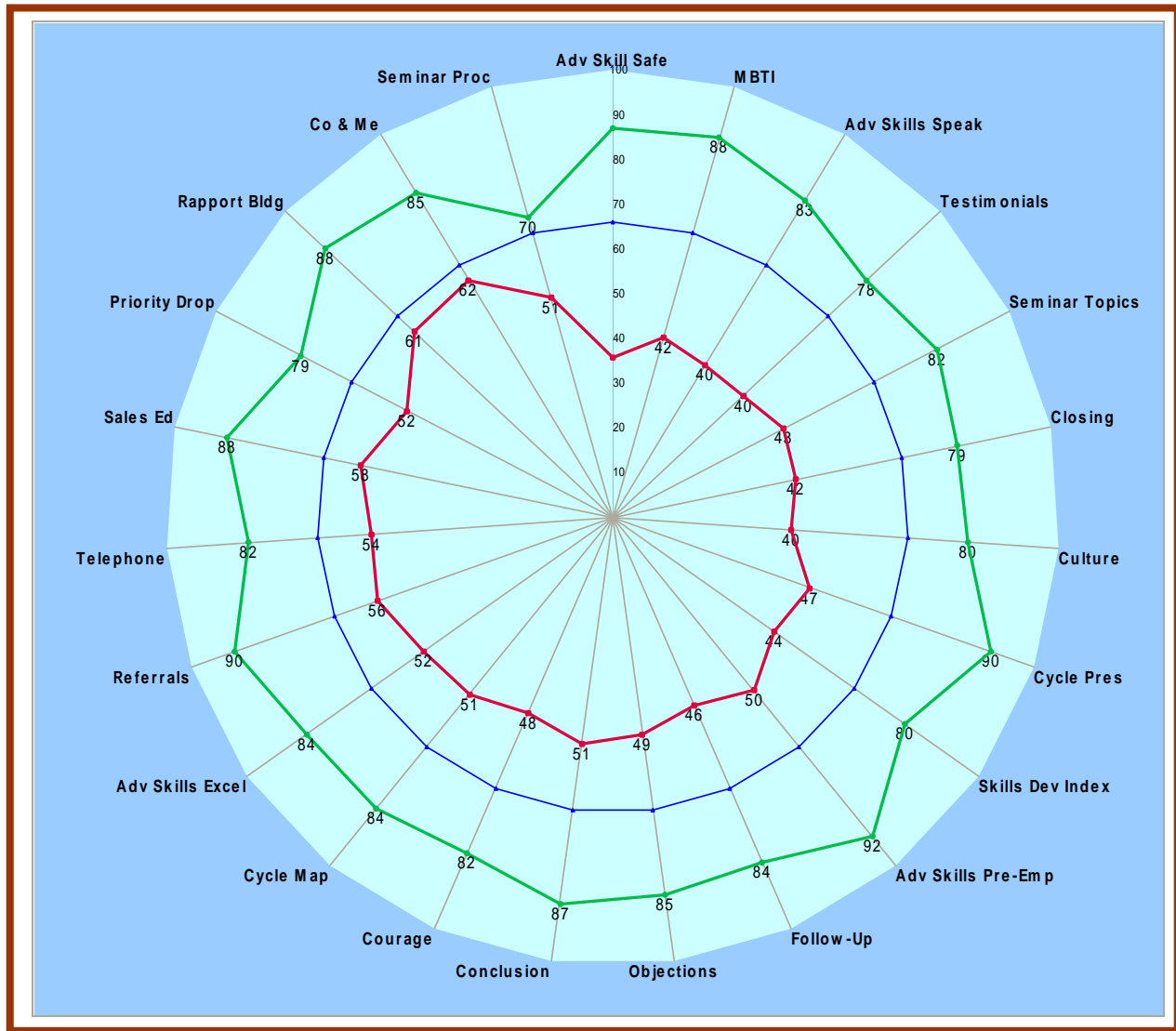
The **Green** line is the level of strength **After** the seminar expressed by the Group regarding the Issues within each CSF. The higher the number (closer to the outside of the wheel) the stronger the responses to the Issues within each CSF are to the Group.

The difference between the **Red** and the **Green** is the perceived **Change** the Group has experience with their perception of the Issues within each CSF. The greater the distance between the red and the green, the **MORE** the perceptions of the CSF Issues changed.

Risk Threshold. Responses inside this line may indicate critical conditions. This threshold is based on best practice results with over 1200 clients.

SALES TRAINING REVIEW

Group: ALL Respondents (12)



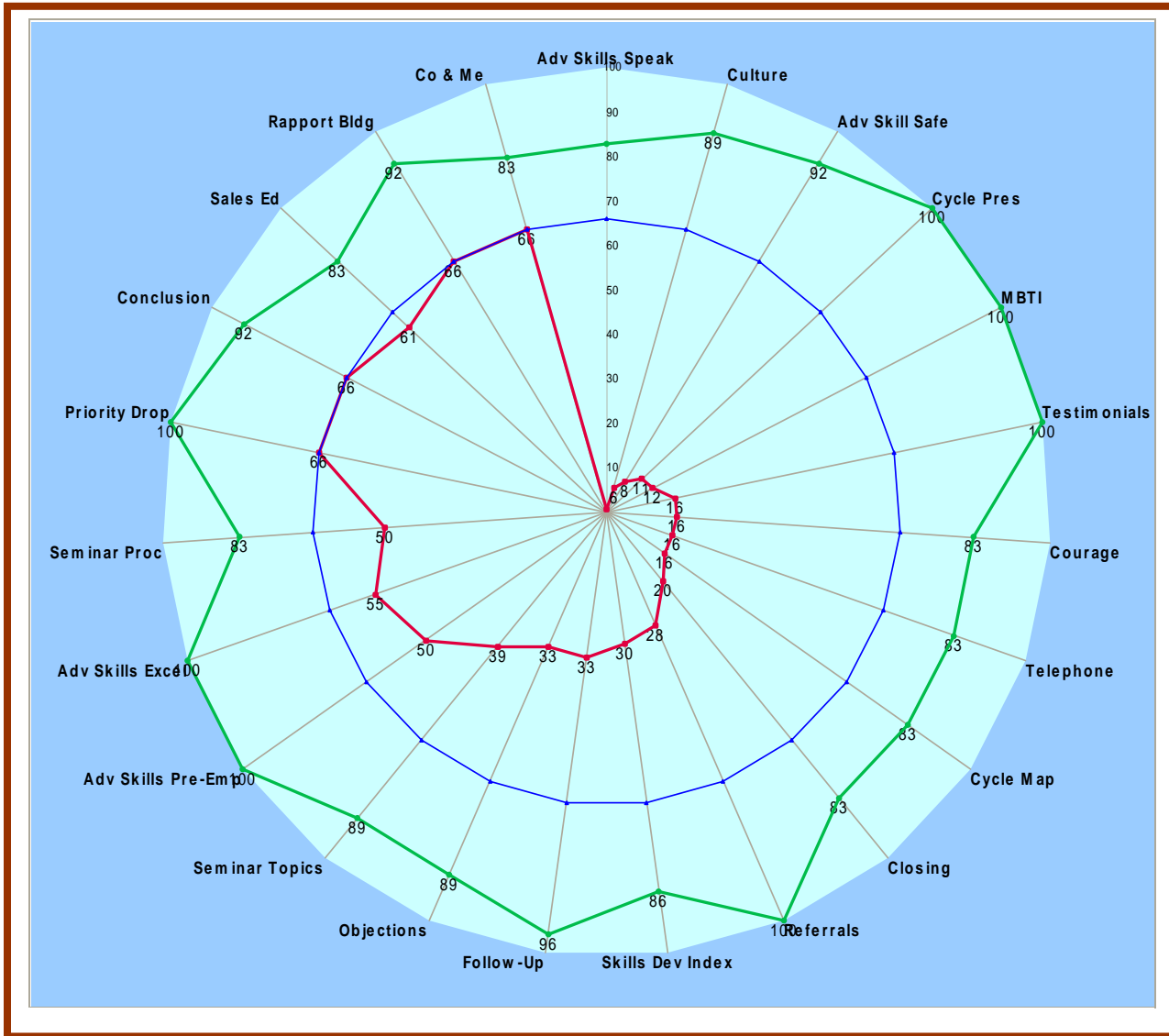
BEFORE Course
Min Best Practice
AFTER Course

ALL Respondents – Major Progress:

1. **Advanced Skills: Safe – creating and reducing pressure.**
2. **MBTI (Meyers Briggs) – understanding and using personality profiles.**
3. **Advanced Skills: Speak – speaking to the real issues.**
4. **Testimonials – techniques for obtaining effective testimonials.**
5. **Skills Development Index – increase in abilities to apply best practices.**
6. **Closing - asking for the order and closing the sale.**
7. **Objections - techniques for identifying and overcoming real objections.**

SALES TRAINING REVIEW

Group: Greater Than 20 Years Respondents (2)



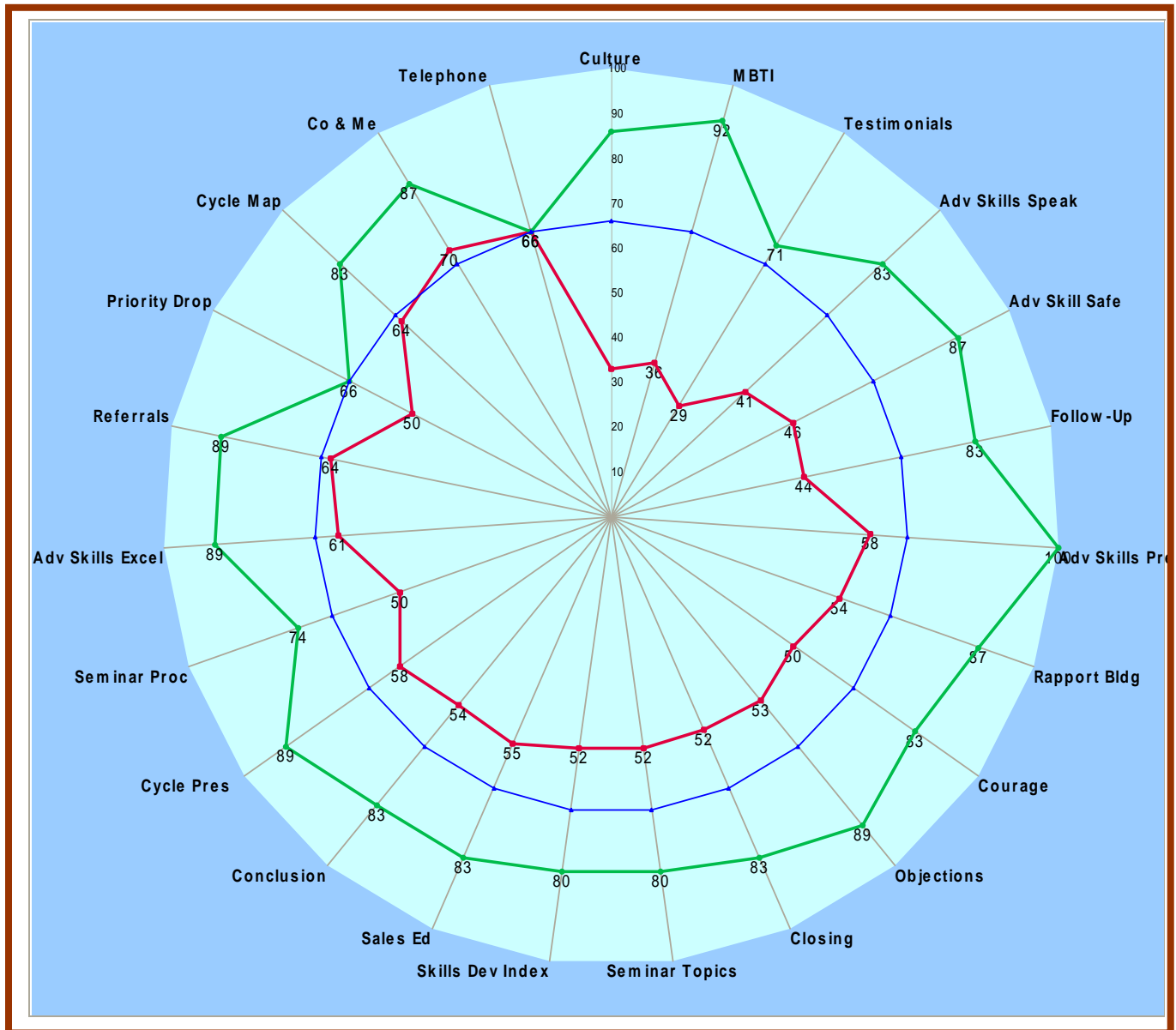
Group: Greater than 20 Years Respondents – Major Progress:

BEFORE Course
Min Best Practice
AFTER Course

1. **Advanced Skills: Safe** – creating and reducing pressure.
2. **Culture** – techniques to manage protocol and untrap equity.
3. **Advanced Skills: Speak** - speaking to the real issues.
4. **MBTI (Meyers Briggs)** - understanding and using personality profiles.
5. **Testimonials** – techniques for obtaining effective testimonials.
6. **Courage** – techniques to overcoming objections and engaging effectively.

SALES TRAINING REVIEW

Group: 10-15 Years Respondents (2)



Group: 10-15 Years Respondents – Major Progress:

1. **Culture** – techniques to manage protocol and untrap equity.
2. **MBTI (Meyers Briggs)** – understanding and using personality profiles.
3. **Testimonials** – techniques for obtaining effective testimonials.
4. **Advanced Skills: Speak** - speaking to the real issues.
5. **Advanced Skills: Safe** - creating and reducing pressure.
6. **Follow-up** – techniques for effective follow-up to reduce sales cycles.

SALES TRAINING REVIEW

Group: 5-10 Years Respondents (4)

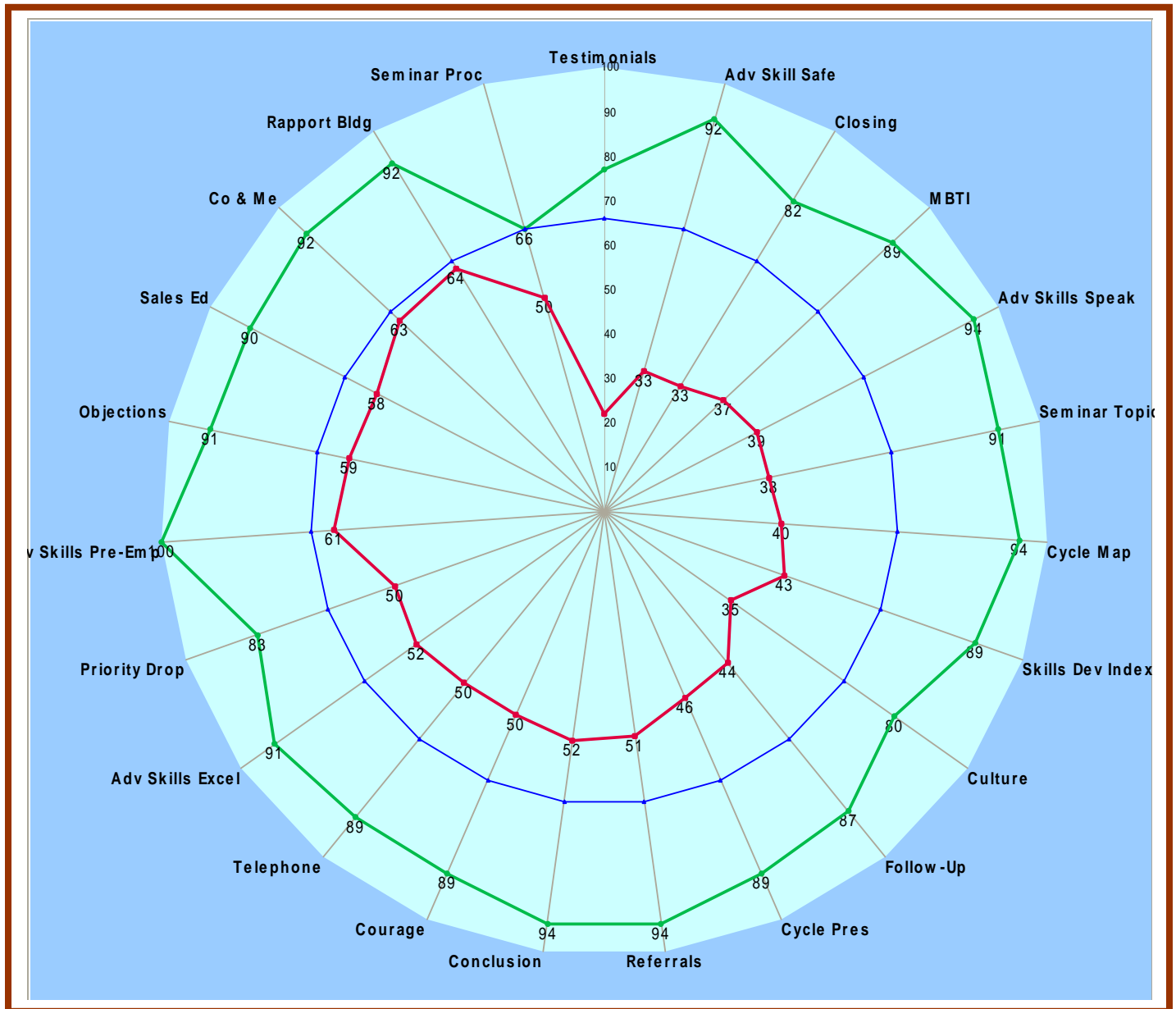


Group: 5-10 Years Respondents – Major Progress:

- 1. Advanced Skills: Safe - creating and reducing pressure.**
- 2. MBTI (Meyers Briggs) – understanding and using personality profiles.**
- 3. Skills Development Index - increase in abilities to apply best practices**
- 4. Objections – techniques for getting to and overcoming real objections.**
- 5. Closing - asking for the order and closing the sale.**

SALES TRAINING REVIEW

Group: 3-5 Years Respondents (3)

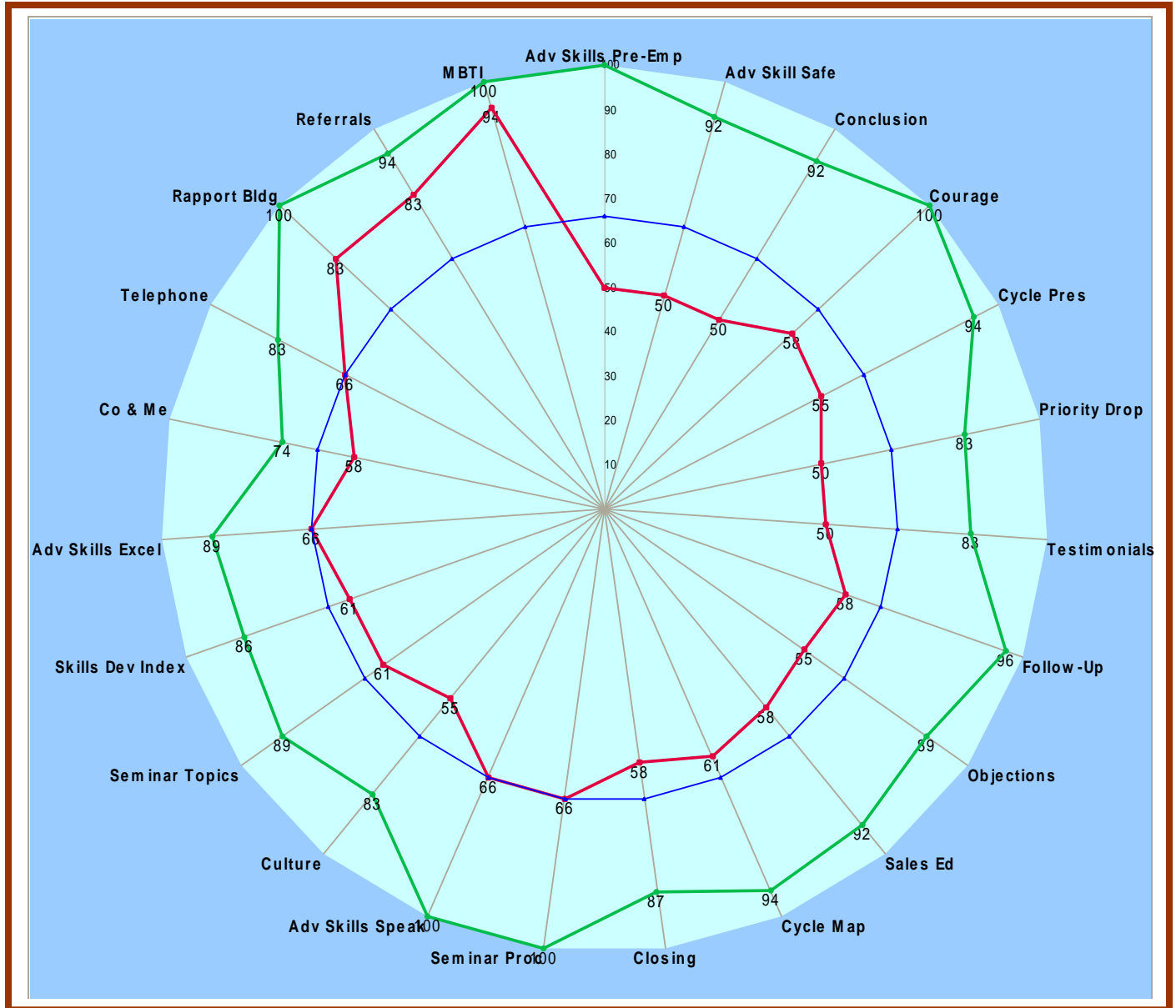


Group: 3-5 Years Respondents – Major Progress:

1. **Testimonials** – techniques for obtaining effective testimonials.
2. **Advanced Skills: Safe** - creating and reducing pressure.
3. **Closing** - asking for the order and closing the sale.
4. **MBTI (Meyers Briggs)** – understanding and using personality profiles.
5. **Advanced Skills: Speak** - speaking to the real issues.

SALES TRAINING REVIEW

Group: 1-3 Years Respondents (1)

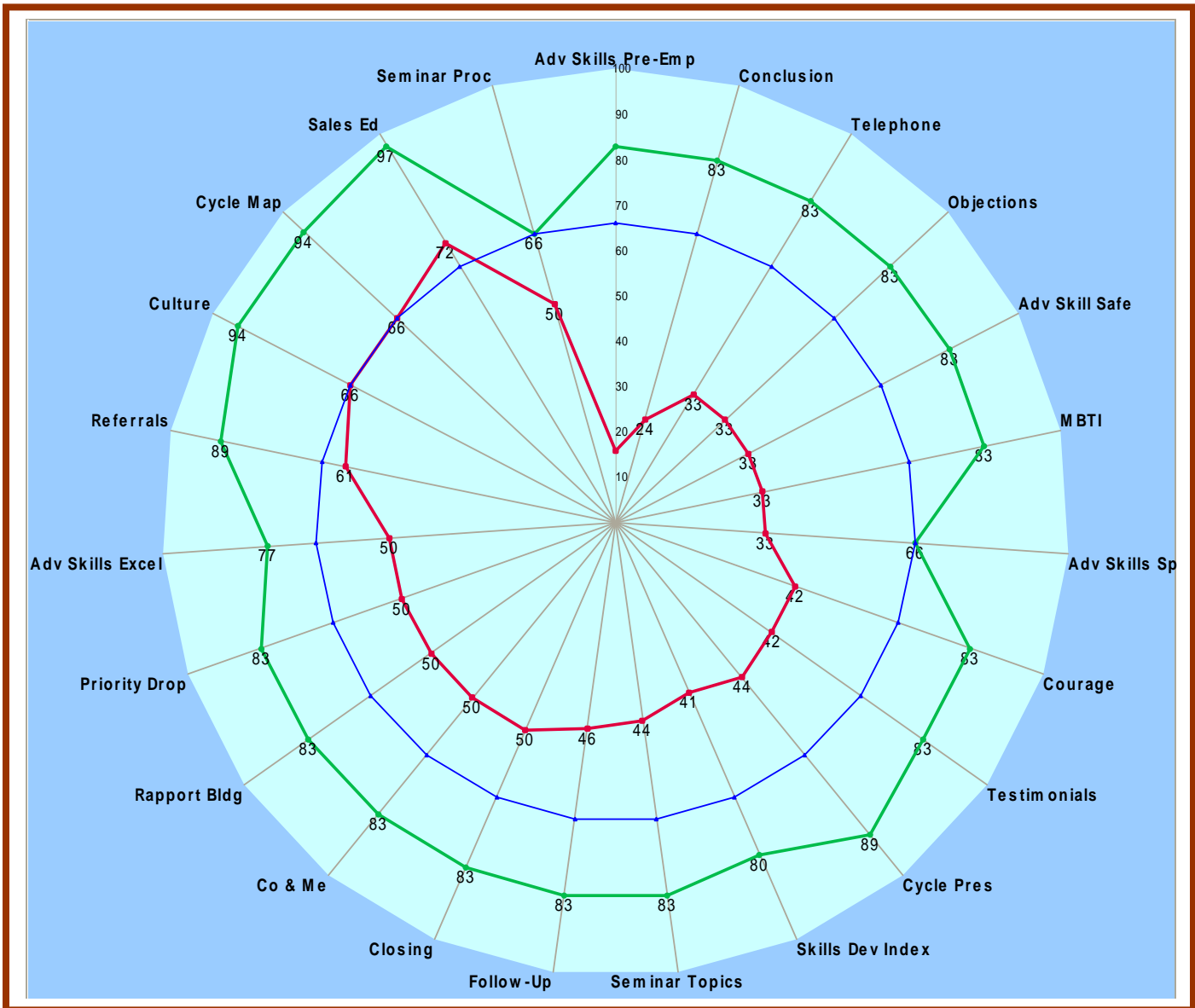


Group: 1-3 Years Respondents – Major Progress:

1. Adv Skills: Pre-Emp – techniques for removing negative issues.
2. Advanced Skills: Safe - creating and reducing pressure.
3. Closing - asking for the order and closing the sale.
4. Courage – techniques to overcoming objections and engaging effectively.

SALES TRAINING REVIEW

Group: Less Than 1 Year Respondents (1)



Group: Less Than 1 Year Respondents – Major Progress:

1. **Adv Skills: Pre-Emp** – techniques for removing negative issues.
2. **Telephone** – techniques for overcoming cold calling issues.
3. **Objections** – techniques for getting to and overcoming real objections.
4. **Advanced Skills: Safe** - creating and reducing pressure.
5. **MBTI (Meyers Briggs)** – understanding and using personality profiles
6. **Advanced Skills: Speak** - speaking to the real issues
7. **Courage** – techniques to overcoming objections and engaging effectively.

CSF Radar Charts

Components:

Radar Charts are used to show the responses to the electronic interviews by graphically showing the respondent's **Before**, and **After** perceptions of the interview Issues by converting the interview scales to numbers where:

- 100 = Extremely Strong
- 83 = Very Strong
- 66 = Slightly Strong
- 50 = Neutral
- 33 = Slightly Weak
- 16 = Very Weak
- 1 = Extremely Weak

Critical Success Factor (CSF) → Standards

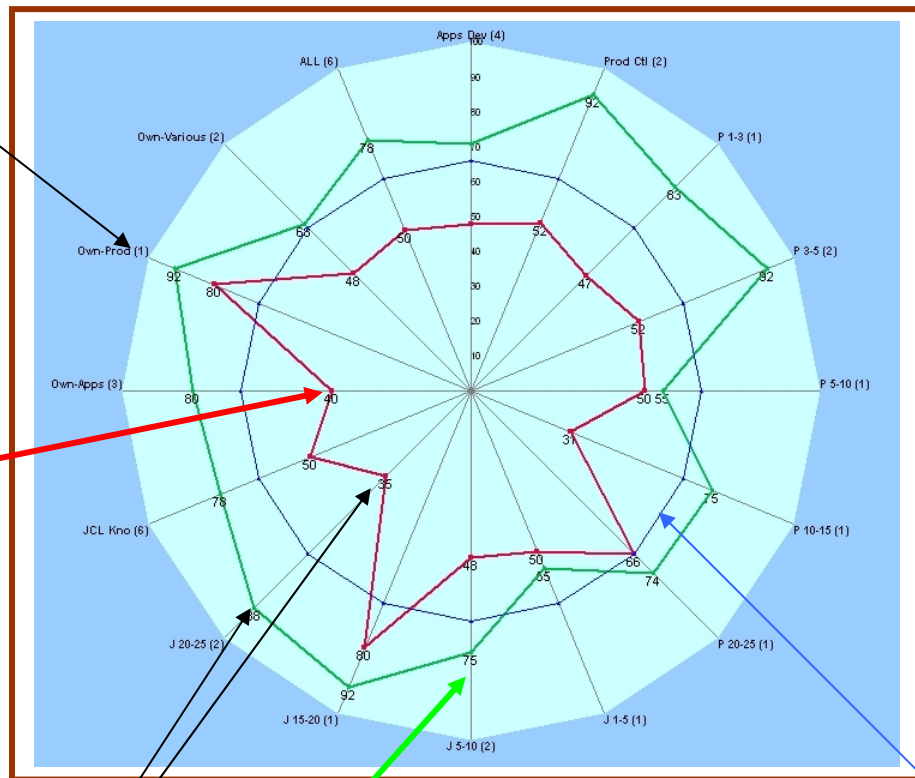
Respondent Groups with number of responses to this CSF are listed in Group Profile order, clockwise around the radar chart wheel.

Red line is the level of strength **Before** the seminar that the Groups expressed about the CSF. The higher the number (closer to the outside of the wheel) the stronger the response of the Group to the CSF.

The **Green** line is the level of strength **After** the seminar expressed by the Groups regarding the CSF. The higher the number (closer to the outside of the wheel) the stronger the response of the Group to the CSF.

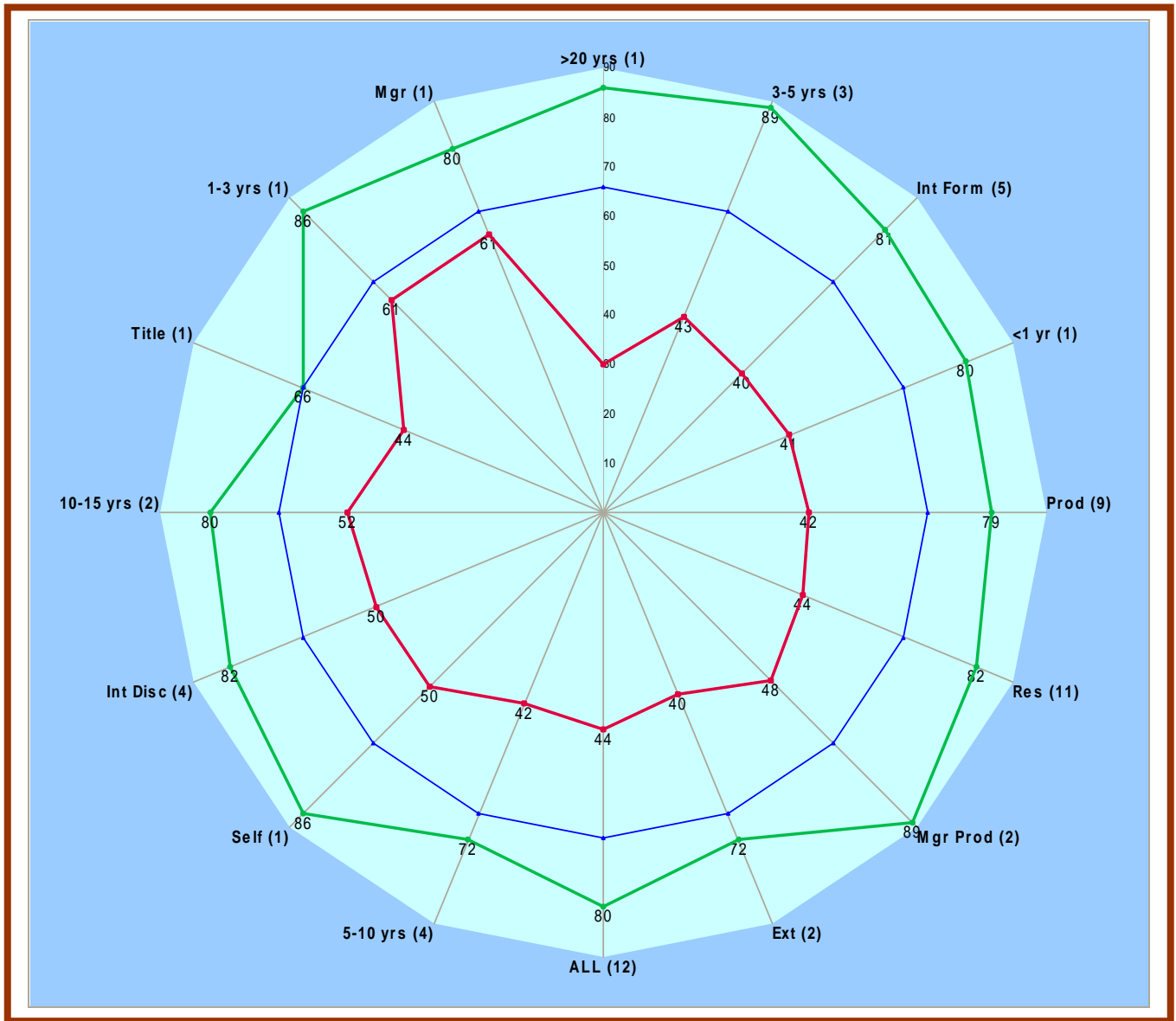
The difference between the **Red** and the **Green** is the perceived **Change** the Group has experience with their perception of the Issues within each CSF. The greater the distance between the red and the green, the **MORE** the perceptions of the CSF Issues

Risk Threshold. Responses inside this line may indicate critical conditions. This threshold is based on best practice results with over 1200 clients.



SALES TRAINING REVIEW

Skills Development Index



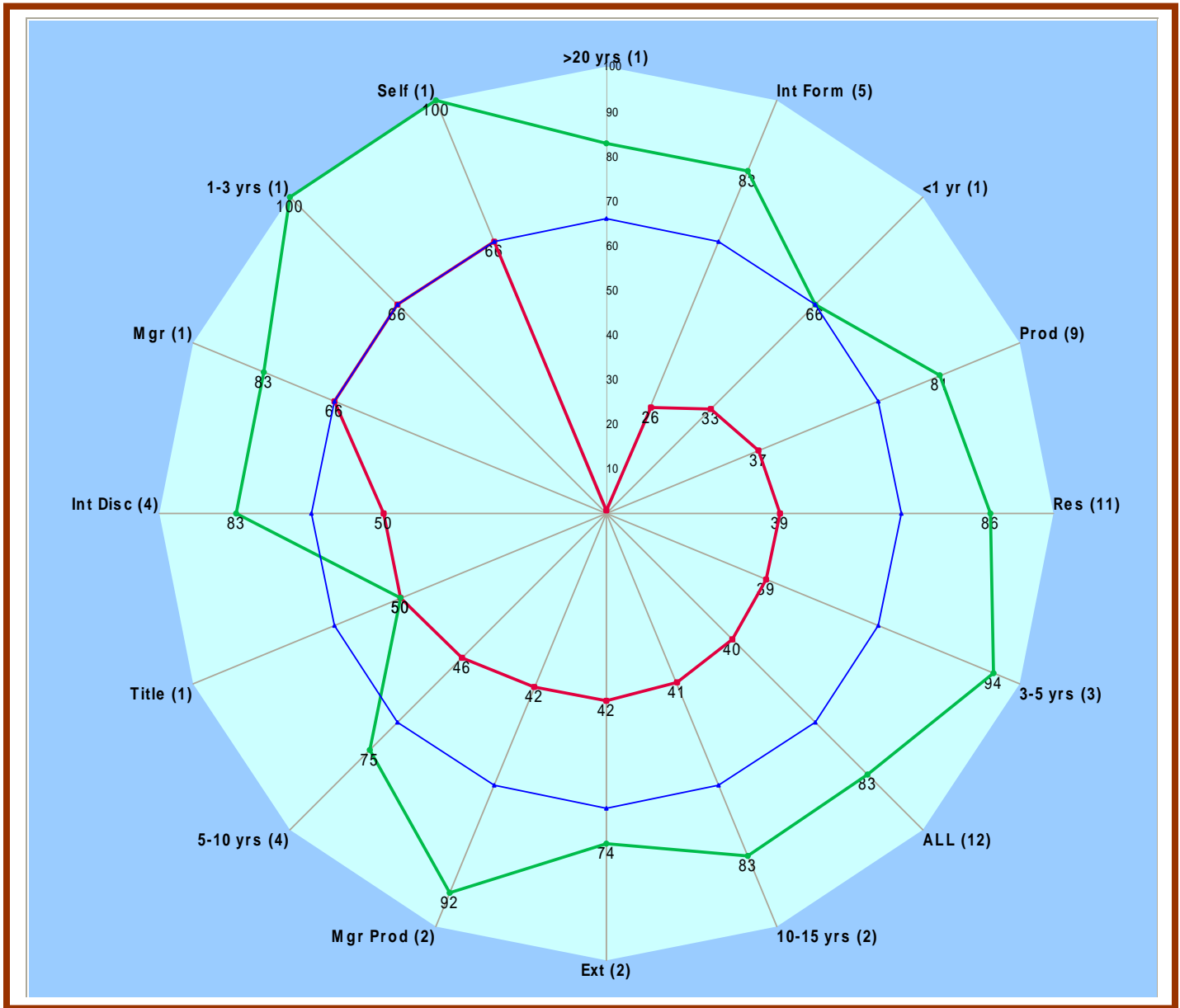
The Skills Development Index represents a measure of the perceived increase in skills levels the respondents believe they gained from the course.

SALES TRAINING REVIEW

Skills Dev Index			81	43	53	12	90
14	Seminar Topics	Your skills level in the elements of Engagement (cold calling, presentation, closing, objections handling, real-final issue detection, follow up, referral and testimonial getting) before and after the course.	82	40	47	12	105
15	Seminar Topics	Your skills level in the understanding and use of personality profiles before and after the course.	82	38	47	12	116
28	Closing	When seasoned professionals who have achieved a high level of success are asked to give young salespeople advice, the first statement they make is to "Ask For the Order" (Close). Please indicate your skills to close before and after the course.	80	54	67	12	48
31	Closing	The principal of Low Risk-High Yield is among the principles you understand. The extent to which you could (before) and now (after) can apply LR-HY principles to your engagement of prospective clients.	77	34	46	12	126
38	Follow-Up	Upon reengagement in a follow-up, the most important focus must be to re-establish your prospective client's previous level of interest. The extent (before and after) to which you know and can execute the process of interest elevation.	79	48	62	12	65
44	Adv Skill Safe	A safety valve device enables pressure and energy to be reduced at any time thereby giving the salesperson much greater influence over the engagement. The level of skills you believe you had before the course and then after the course in maintaining momentum and intensity.	82	33	40	12	148
54	Conclusion	Having experienced the SellTruth sessions, culture, methods and practices, please indicate your skills levels before and your skills levels after the course in executing the practice of professional selling at your company.	83	51	62	12	63

SALES TRAINING REVIEW

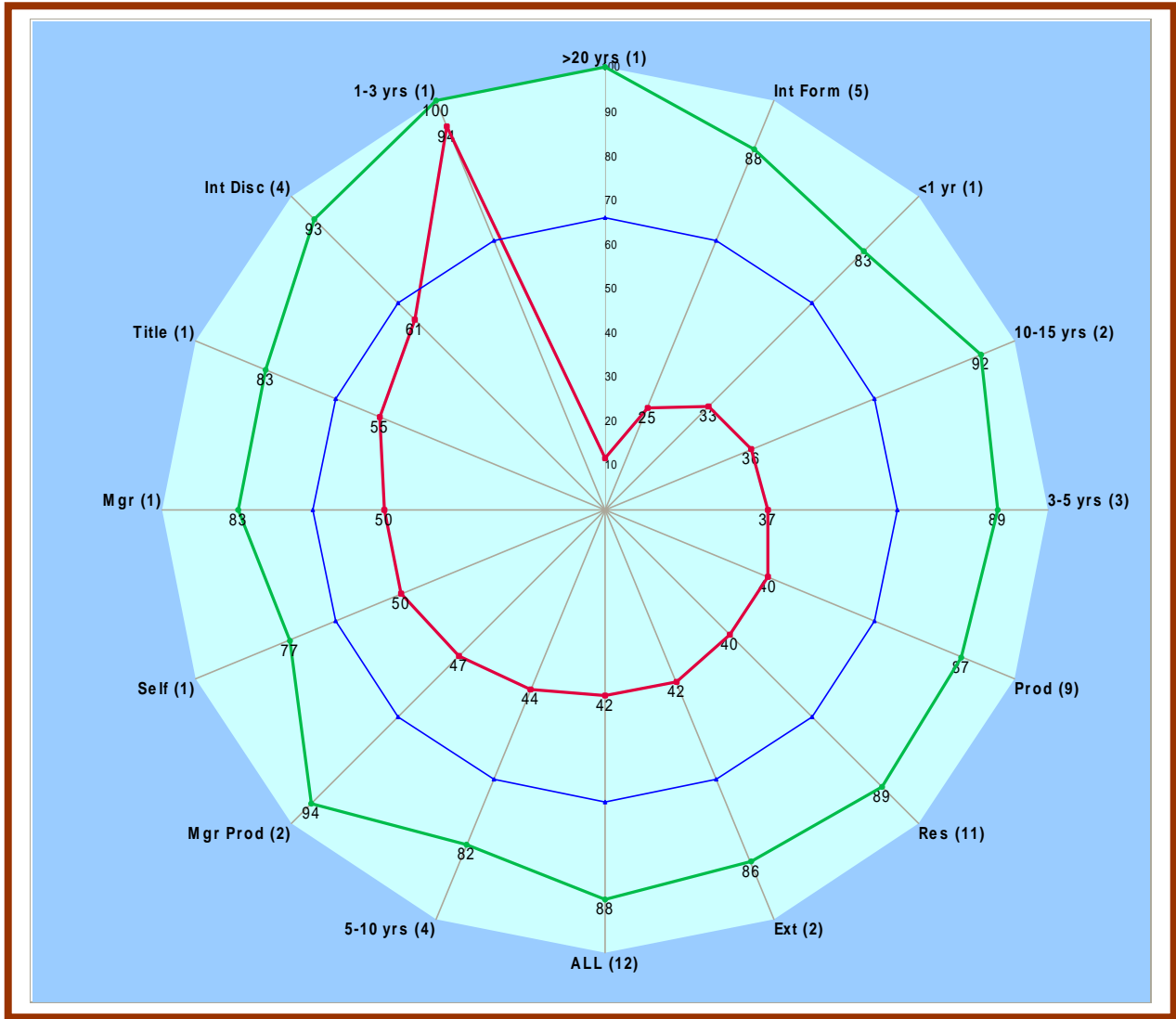
Advanced Skills Speak



46	Adv Skills Speak	Me2: Speaking To the Issue is among the most important, empowering devices to establish differentiation and presence/confidence. The extent (before and after) that you understand and are using this key tool.	83	40	49	12	108
----	------------------	---	----	----	----	----	-----

SALES TRAINING REVIEW

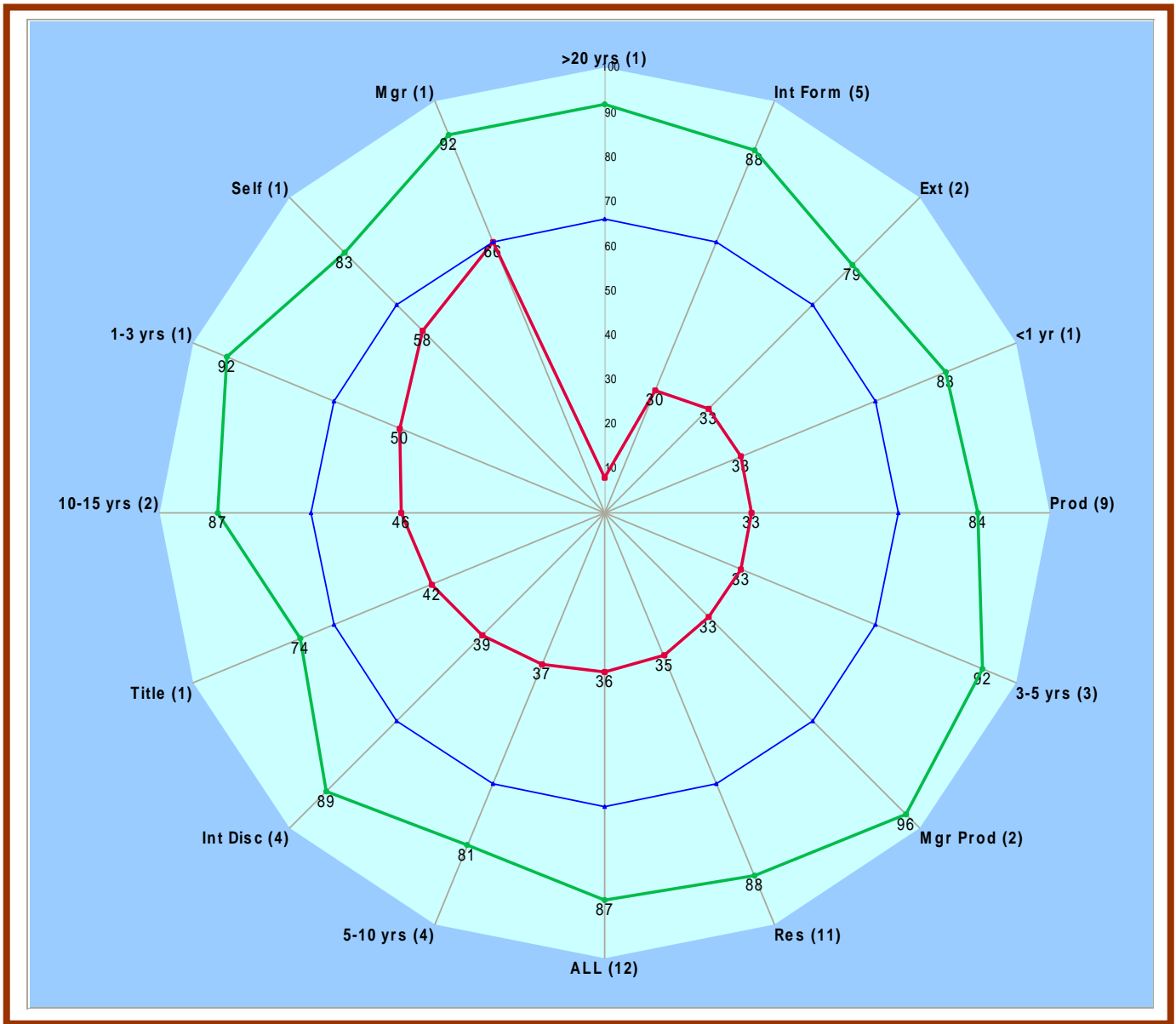
Meyers-Briggs: Colors



51	MBTI	The extent to which you believe (before and after) that understanding key personality temperaments, knowing yours and your prospective clients' is a contributor to your selling success.	89	44	49	12	102
52	MBTI	The extent to which you believe (before and after) that mastery of the knowledge of personality traits (delivered in the "colors" session) would help me understand and get along better with: clients, co-workers, superiors, family, friends and strangers.	89	46	52	12	93
53	MBTI	The extent to which you have been using before the course (to your distinct advantage) the information "Colors" taught and intend (after the course) to implement it for the foreseeable future.	87	35	40	12	149

SALES TRAINING REVIEW

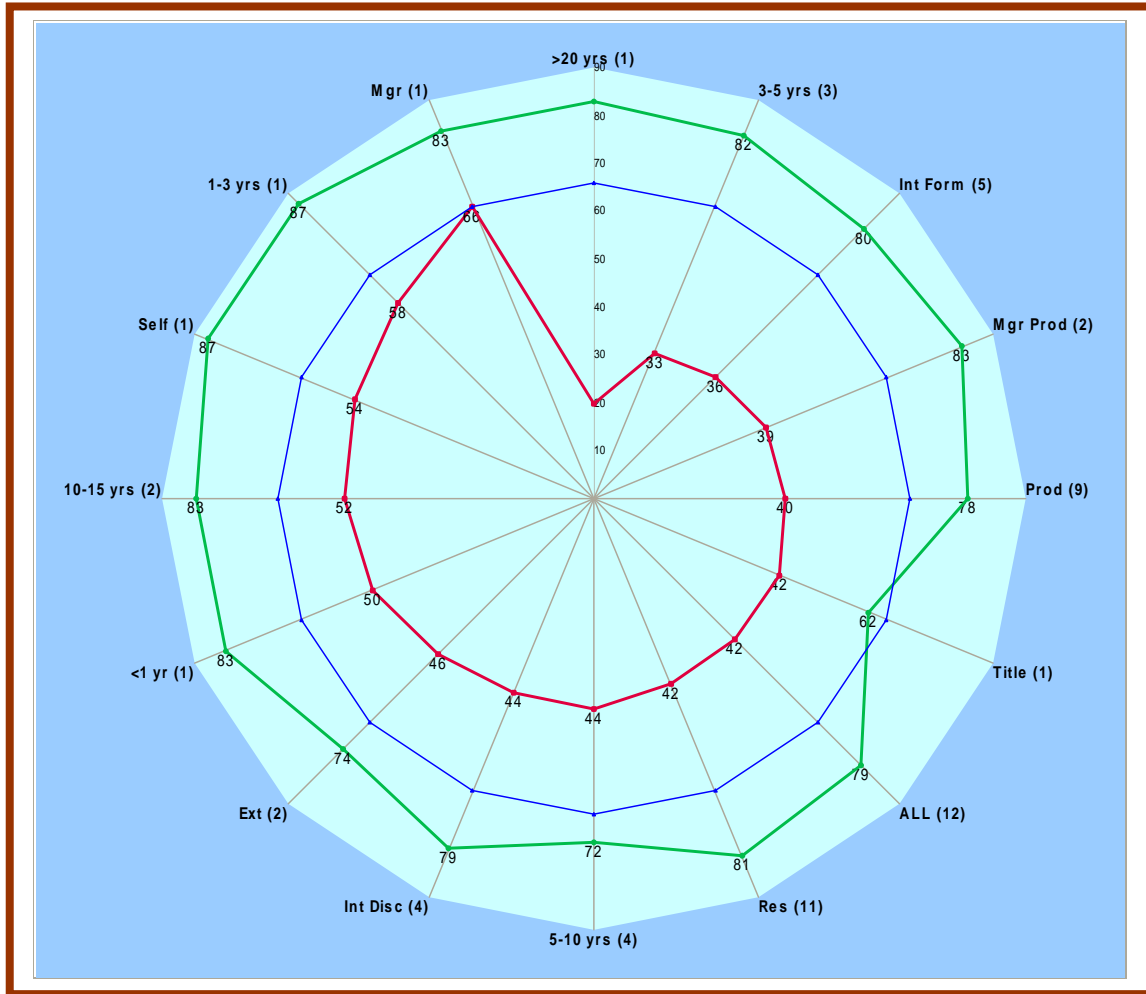
Advanced Skills: Safe



45	Adv Skill Safe	The extent to which you believe (before and after) that safety valves are empowering because a salesperson who can reduce pressure quickly is more likely to apply influence and energy when needed, thereby having greater impact in an engagement.	92	39	43	12	136
----	----------------	--	----	----	----	----	-----

SALES TRAINING REVIEW

Closing



28	Closing	When seasoned professionals who have achieved a high level of success are asked to give young salespeople advice, the first statement they make is to "Ask For the Order" (Close). Please indicate your skills to close before and after the course.	80	54	67	12	48
29	Closing	The level of your knowledge (before and after the course) to close or call your client to action based on closing approaches that apply to different prospective client personalities.	79	38	47	12	108
30	Closing	You know that the vast majority of salespeople are information dumpers who do not have the courage to close. The extent (before and after the course) that you believe you possess the courage to ask for the order.	82	42	50	12	95
31	Closing	The principal of Low Risk-High Yield is among the principles you understand. The extent to which you could (before) and now (after) can apply LR-HY principles to your engagement of prospective clients.	77	34	46	12	126

Response To All Issues By Group

The following charts show response results to all Issues by Respondent Group. The information presented consists of:

1. Issue Number
2. CSF (Critical Success Factor)
3. Issue Statement
4. **After** Training - Responses to the Issue averaged for the group
5. **Before** Training – Responses to the Issue averaged for the group.
6. **Sufficiency** – A Measure of the difference between *Before* and *After* Training.
7. **Resp Count** – The number of responses to the Issue that were submitted.
8. **% Change** – The percentage of change from the *Before* to the *After*.

SALES TRAINING REVIEW

All Respondent Responses (12)

55	CSF	Survey Issue	After Avg	Before Avg	Suf Avg	Resp Count	% Change
53	MBTI	The extent to which you have been using before the course (to your distinct advantage) the information "Colors" taught and intend (after the course) to implement it for the foreseeable future.	87	35	40	12	149
44	Adv Skill Safe	A safety valve device enables pressure and energy to be reduced at any time thereby giving the salesperson much greater influence over the engagement. The level of skills you believe you had before the course and then after the course in maintaining momentum and intensity.	82	33	40	12	148
45	Adv Skill Safe	The extent to which you believe (before and after) that safety valves are empowering because a salesperson who can reduce pressure quickly is more likely to apply influence and energy when needed, thereby having greater impact in an engagement.	92	39	43	12	136
37	Follow-Up	Extent to which you believe (before and after) that you should never open a follow-up call with the words "I just called..." as they minimize your importance and the relevance and importance of your effort.	84	36	45	12	133
31	Closing	The principal of Low Risk-High Yield is among the principles you understand. The extent to which you could (before) and now (after) can apply LR-HY principles to your engagement of prospective clients.	77	34	46	12	126
15	Seminar Topics	Your skills level in the understanding and use of personality profiles before and after the course.	82	38	47	12	116
25	Cycle Pres	The use of Anchors (stating your purpose at the beginning of your engagement) is important. The extent (before and after the course) to which you believe that your presence and confidence are boosted by stating your purpose and asking what your client wants to accomplish during that engagement, differentiates you and sets the tone for your meeting.	92	43	49	12	114
9	Culture	"Trapped Equity" is the total of your skills, knowledge, contacts, and resources of any kind that remain unused by you in your selling practice. The extent to which you typically released your "Trapped Equity" before the course and the extent to which you plan to release your "Trapped Equity" after the course.	86	41	48	12	110
29	Closing	The level of your knowledge (before and after the course) to close or call your client to action based on closing approaches that apply to different prospective client personalities.	79	38	47	12	108
46	Adv Skills Speak	Me2: Speaking To the Issue is among the most important, empowering devices to establish differentiation and presence/confidence. The extent (before and after) that you understand and are using this key tool.	83	40	49	12	108

SALES TRAINING REVIEW

43	Testimonials	The extent you believe (before and after) that pre-positioning testimonials which address typical objections in your practice, is one of the most important ways to lever and “un-trap” your equity.	76	37	52	12	105
14	Seminar Topics	Your skills level in the elements of Engagement (cold calling, presentation, closing, objections handling, real-final issue detection, follow up, referral and testimonial getting) before and after the course.	82	40	47	12	105
51	MBTI	The extent to which you believe (before and after) that understanding key personality temperaments, knowing yours and your prospective clients’ is a contributor to your selling success.	89	44	49	12	102
7	Culture	The extent you would rather lose a sale with a "little blood and feathers on your hands" (not reduce the pressure in fear of a negative reaction) rather than lose with dignity (stop before it gets uncomfortable).	66	33	59	12	100
41	Referrals	Knowing how to “Speak to the Issue” is key for effective referral getting. The extent (before and after) that you understand how to use referral getting strategies and are willing to apply them.	86	43	52	12	100
8	Culture	"Protocol" is the process by which societal guidelines govern our behavior for various interactions. The extent of your detailed awareness (before and after the course) of the dangers and costliness of succumbing to misguiding, self-constraining "Protocol."	88	45	54	11	96
30	Closing	You know that the vast majority of salespeople are information dumpers who do not have the courage to close. The extent (before and after the course) that you believe you possess the courage to ask for the order.	82	42	50	12	95
52	MBTI	The extent to which you believe (before and after) that mastery of the knowledge of personality traits (delivered in the “colors” session) would help me understand and get along better with: clients, co-workers, superiors, family, friends and strangers.	89	46	52	12	93
18	Courage	Among the most important obstacles to the vast majority of salespeople is lack of courage to engage. The extent to which you embrace (before and after the course) the principle that "Courage" is an element which can be mastered if one knows how to prepare, build rapport and execute low-risk skill sets.	84	44	52	12	91
42	Testimonials	Testimonial attainment is also among the most important leveraging tools. A testimonial can be delivered on paper, email or person to person. The extent (before and after) to which you know how to ask for testimonials and are willing to request them from satisfied clients.	80	42	51	12	90

SALES TRAINING REVIEW

27	Cycle Pres	Demonstrating your Presence and Confidence (or the appearance thereof) represents over 60% of your success for any given engagement. The extent to which you believe (before and after the course) that the low risk, high yield skills enable you to have the appearance of presence and confidence while you genuinely master them.	92	50	55	12	84
50	Adv Skills Pre-Emp	The extent to which you believe (before and after) that "pre-emption" enables you to bring up potential negatives or objections and have a high probability of minimizing their impact on your objective.	92	50	55	12	84
36	Follow-Up	Among the most important elements to follow up are: defining time parameters, stating that the need for information will supersede protocol, clearly stating the investment you will make in this issue. The extent (before and after) to which believe that you can adjust protocol in favor of serving your client.	84	46	55	12	83
33	Objections	A high percent of the time, my prospective clients tell me lies (for whatever reason). Answering a lie is a waste of time. Extent to which (before and after) you understand the need and possess the skill to locate your clients' RFO. (Real and Final Objection) so you don't waste time and direction.	83	46	54	12	80
55	Conclusion	The extent to which you believe (before and after) that your company's investment in a company wide selling skills program delivered by StoneArch, would enhance overall performance of salespeople at all levels.	92	51	56	12	80
34	Objections	Interpreting objections can help you because objections are often not stated clearly. Extent of your belief (before and after) that among the most important techniques you can use for this purpose is the "Which means?" by which you ask yourself or the client "which means" to drill down to the ultimate meaning of their concern or resistance.	82	47	57	12	74
26	Cycle Pres	Qualifying questions are sometimes stressful and many salespeople fail to ask them. The extent to which you believe (before and after the course) that using one or more of the advanced skills (such as Safety Valves) enables you to qualify your client and save you time.	86	50	59	12	72
22	Cycle Map	Being taught the Cycle, which begins at the Presentation and "cycles" through an entire engagement process (closing, objections, shock absorbers, real-final objection detection, objection answers) - to what extent were you enabled (before course) and now are enabled (after course) to have better balance and fluency as you prepare for your call to action.	79	46	61	12	72
5	Sales Ed	The term "Off The Bleachers" describes the need for salespeople to differentiate themselves from competitors. Please indicate the extent of your ability to "differentiate" in the past and the extent to which you now plan to embrace this sales principle.	92	54	58	12	70

SALES TRAINING REVIEW

32	Objections	Any resistance given by your prospective client is considered an objection including “No” and “I want to think it over.” Level of your belief (before and after the course) that the first and most appropriate response you make to an objection is to “shock absorb” or empathize so tensions do not escalate.	92	54	59	12	70
48	Adv Skills Excel	Excellence Props must accompany hard information as among the most important content you deliver. The extent (before and after) that you understand and can deliver Excellence Propositions.	80	47	59	12	70
21	Cycle Map	The extent to which you believe (before and after the course) that at all times and in all situations, you must know where you are in order for you to know where you am going. Seat-of-the-pants selling is high-risk, low-yield.	84	50	61	12	68
47	Adv Skills Excel	Besides closing skills, being able to communicate meaningful expressions of your company's excellence is among the most important tools a salesperson can possess. The extent (before and after) that you believe describing your company differently than your competitors describe their companies is crucial and must be done immediately.	90	54	60	12	67
13	Seminar Topics	Typical sales training topics are consistent from one training company to the other. Please indicate the extent to which your learning experiences before this course were unique and the extent to which this course content took sales learning to levels you have not seen previously.	83	50	61	12	66
2	Sales Ed	Typical selling practice says "Minimize the Negatives and Accentuate the Positives". To what extent (before the course) have you gone against this practice and consistently brought up the "Negatives" and to what extent do you plan (after the course) to accentuate both the positives and negatives.	79	48	61	12	65
38	Follow-Up	Upon reengagement in a follow-up, the most important focus must be to re-establish your prospective client's previous level of interest. The extent (before and after) to which you know and can execute the process of interest elevation.	79	48	62	12	65
54	Conclusion	Having experienced the SellTruth sessions, culture, methods and practices, please indicate your skills levels before and your skills levels after the course in executing the practice of professional selling at your company.	83	51	62	12	63
40	Referrals	Referral attainment is among the most difficult for most salespeople to achieve because they don't want to bother those whom they know (let alone strangers who can be providers of referrals as well). The extent (before and after) that you believe overcoming this fear and proactively reaching for referrals impacts your practice.	89	55	62	12	62

SALES TRAINING REVIEW

35	Follow-Up	Your company's sales rarely allow for "one call closes" which means follow up is required. Extent to which you believe (before and after) that follow up MUST begin assertively and before the current engagement is over.	87	54	61	12	61
23	Cycle Map	Master Preparation includes Prospective Targets, Their Needs, What they Think about YOU, Your Excellence. Extent (before and after) that you prepare for virtually every communication with prospective clients and target markets in which you are attempting to gain an advantage or a closed transaction (no matter how big or small).	90	57	63	12	58
6	Sales Ed	Based on your experiences with formalized sales training, how would you characterize your skills acquisition experience (in terms of timeliness and strength) from previous courses and then from the StoneArch course?	80	51	64	11	57
16	Rapport Bldg	Among the most fundamental principles is that leadership demonstrated by a salesperson is more important than most other demonstrable elements. Please indicate the extent rapport building has enabled you, and after the course will enable you, to execute your goal to be a highly successful sales professional.	90	58	64	12	55
4	Sales Ed	Please indicate the extent to which you have embraced a "SellTruth" (Balance and Disclosure -Selling Negatives) type principle in the past and the extent to which you now plan to embrace "SellTruth" in your future sales efforts.	93	61	63	12	52
19	Courage	Most failures to be courageous are misguided and non-justified fears of rejection. The extent to which you believe (before and after the course) that the overwhelming truth about this problem is that with the right skills, most salespeople who are afraid have no basis or justification for that fear.	79	52	67	12	52
24	Priority Drop	The Priority Drop is a process by which you realize that if you do not achieve your primary objective, there are other advantages you can achieve which gives you a yield for your efforts. The extent to which you believe (before and after the course) that having priority drop options available will significantly help your practice over the long term.	79	52	69	12	52
20	Telephone	For virtually all selling personnel, the telephone is the most important piece of "technology" we use. Using the phone properly and successfully is a matter of delivering the proper sequence of enabling sales tools. The extent to which you understand (before and after the course) that there are crucial, enabling sales tools for using the phone that will overcome many typical cold calling obstacles.	82	54	65	12	52
49	Adv Skills Excel	No company can achieve a yield on its investment in excellence if its salespeople do not sell that excellence. The extent (before and after) that you believe mastering and using Ex Props is one of the most important contributions you can make to your company's investment in excellence.	83	55	67	12	51

SALES TRAINING REVIEW

28	Closing	When seasoned professionals who have achieved a high level of success are asked to give young salespeople advice, the first statement they make is to "Ask For the Order" (Close). Please indicate your skills to close before and after the course.	80	54	67	12	48
11	Co & Me	Among the most important assets a company can possess is that knowledge among successful senior associates be transferred to less senior associates. The extent to which your company has utilized its senior talent to educate less senior talent (before the course) and the degree to which you believe this should be done in the future (after the course).	84	59	69	12	42
3	Sales Ed	SellTruth is the principle by which accurate information, avoiding superlative statements and addressing prospective client concerns are melded into a confident delivery. Please indicate your level of conviction to this principle of SellTruth before and after the course.	96	68	71	12	41
12	Seminar Proc	The extent to which you believe "Conference Calls" with a "Facilitator or Study Group" would help you focus on skill sets for your target markets.	70	51	75	12	37
39	Referrals	Networking is among the most important leveraging skills for any professional salesperson. The extent (before and after) that you believe attaining referrals is among the keys to solid network building.	94	69	73	12	36
17	Rapport Bldg	To any highly successful sales producer, relationships and network creation are far more important than having a transaction mentality. Please indicate the extent to which you understood before the course and now understand after the course how to foster and manage relationships rather than just have transactions.	86	64	73	12	34
1	Sales Ed	Please indicate the extent to which you believe (before and after the course) that formalized sales education contributes to your ability to succeed at your company.	86	65	75	12	32
10	Co & Me	In order for selling enterprises to be successful, senior mgt, sales mgt/leadership and the sales force must be aligned and properly supported. The extent to which your company has demonstrated its support in the past and the level of support you feel is essential for the future (after the course).	86	65	76	12	32

SALES TRAINING REVIEW

Comments:

Comment List (2)

Sales Ed 01

1	Sales Ed	Please indicate the extent to which you believe (before and after the course) that formalized sales education contributes to your ability to succeed at your company.	86	65	75	12	32
----------	-----------------	---	-----------	-----------	-----------	-----------	-----------

10-15 yrs * Res * Prod * Int Form

- 1 I did not attend the initial seminar when it was introduced at Magiano's, so because of that I had little to no expectations.

1-3 yrs * Res * Prod * Int Disc

- 1 Formalized training is very important. Managers who produce may have the knowledge and experience, but often do not have the time nor training abilities to effectively train.

Comment List (1)

Sales Ed 02

2	Sales Ed	Typical selling practice says "Minimize the Negatives and Accentuate the Positives". To what extent (before the course) have you gone against this practice and consistently brought up the "Negatives" and to what extent do you plan (after the course) to accentuate both the positives and negatives.	79	48	61	12	65
----------	-----------------	---	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

- 1 This was an important tool for me and will utilize in the future.

Comment List (1)

Sales Ed 03

3	Sales Ed	SellTruth is the principle by which accurate information, avoiding superlative statements and addressing prospective client concerns are melded into a confident delivery. Please indicate your level of conviction to this principle of SellTruth before and after the course.	96	68	71	12	41
----------	-----------------	---	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

- 1 If you're not selling the truth, you're setting yourself up for failure. I definitely believe in selling truth.

SALES TRAINING REVIEW

Comment List (1)

Sales Ed 05

5	Sales Ed	The term "Off The Bleachers" describes the need for salespeople to differentiate themselves from competitors. Please indicate the extent of your ability to "differentiate" in the past and the extent to which you now plan to embrace this sales principle.	92	54	58	12	70
---	----------	---	----	----	----	----	----

10-15 yrs * Res * Prod * Int Form

- 1 I believe I will be working on this for awhile. My manager at our branch will be incorporating this into our sales meetings every week.

Comment List (2)

Sales Ed 06

6	Sales Ed	Based on your experiences with formalized sales training, how would you characterize your skills acquisition experience (in terms of timeliness and strength) from previous courses and then from the StoneArch course?	80	51	64	11	57
---	----------	---	----	----	----	----	----

>20 yrs * Res * Prod * Int Form

- 1 By far the best training I have ever recieved

5-10 yrs * Title * Prod * Int Disc

- 1 This is my first sales class so I can't compare to others.

Comment List (2)

Culture 01

7	Culture	The extent you would rather lose a sale with a "little blood and feathers on your hands" (not reduce the pressure in fear of a negative reaction) rather than lose with dignity (stop before it gets uncomfortable).	66	33	59	12	100
---	---------	--	----	----	----	----	-----

>20 yrs * Res * Prod * Int Form

- 1 Never took chances before. This has changed

10-15 yrs * Res * Prod * Int Form

- 1 I remembered this principal, and it reinforces the character trait of tenacity.

SALES TRAINING REVIEW

Comment List (2)

Culture 02

8	Culture	"Protocol" is the process by which societal guidelines govern our behavior for various interactions. The extent of your detailed awareness (before and after the course) of the dangers and costliness of succumbing to misguiding, self-constraining "Protocol."	88	45	54	11	96
----------	----------------	---	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

1 Probably one of my biggest stumbling blocks before the course

10-15 yrs * Res * Prod * Int Form

1 Excellent tool. Thanks for this one.

Comment List (1)

Culture 03

9	Culture	"Trapped Equity" is the total of your skills, knowledge, contacts, and resources of any kind that remain unused by you in your selling practice. The extent to which you typically released your "Trapped Equity" before the course and the extent to which you plan to release your "Trapped Equity" after the course.	86	41	48	12	110
----------	----------------	---	-----------	-----------	-----------	-----------	------------

>20 yrs * Res * Prod * Int Form

1 Other changes in approach are leading to this most important objective

Comment List (1)

Co & Me 02

11	Co & Me	Among the most important assets a company can possess is that knowledge among successful senior associates be transferred to less senior associates. The extent to which your company has utilized its senior talent to educate less senior talent (before the course) and the degree to which you believe this should be done in the future (after the course).	84	59	69	12	42
-----------	--------------------	--	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

1 Mgmt could do a better job in sharing their knowledge and experience in a more formal manner.

SALES TRAINING REVIEW

Comment List (2)

Seminar Proc 01

12	Seminar Proc	The extent to which you believe "Conference Calls" with a "Facilitator or Study Group" would help you focus on skill sets for your target markets.	70	51	75	12	37
-----------	---------------------	--	-----------	-----------	-----------	-----------	-----------

10-15 yrs * Res * Prod * Int Form

1 The study groups have helped quite a bit

1-3 yrs * Res * Prod * Int Disc

1 This would be very beneficial as part of ongoing training

Comment List (1)

Seminar Topics 01

13	Seminar Topics	Typical sales training topics are consistent from one training company to the other. Please indicate the extent to which your learning experiences before this course were unique and the extent to which this course content took sales learning to levels you have not seen previously.	83	50	61	12	66
-----------	-----------------------	---	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

1 Lacked consistency in approach and confidence in abilities. Course has changed the dynamics of how I sell. Taught me to get to the point.

Comment List (2)

Seminar Topics 02

14	Seminar Topics	Your skills level in the elements of Engagement (cold calling, presentation, closing, objections handling, real-final issue detection, follow up, referral and testimonial getting) before and after the course.	82	40	47	12	105
-----------	-----------------------	--	-----------	-----------	-----------	-----------	------------

1 I certainly know more now and have begun implementing new skills

2 Implementing strategies that are already showing results

SALES TRAINING REVIEW

Comment List (2)

Rapport Bldg 01

16	Rapport Bldg	Among the most fundamental principles is that leadership demonstrated by a salesperson is more important than most other demonstrable elements. Please indicate the extent rapport building has enabled you, and after the course will enable you, to execute your goal to be a highly successful sales professional.	90	58	64	12	55
-----------	---------------------	---	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

- 1 This is something I generally do naturally, but now I am taking a more systematic approach to this. I am more aware of personality types

1-3 yrs * Res * Prod * Int Disc

- 1 Presence and confidence rule!

Comment List (1)

Courage 01

18	Courage	Among the most important obstacles to the vast majority of salespeople is lack of courage to engage. The extent to which you embrace (before and after the course) the principle that "Courage" is an element which can be mastered if one knows how to prepare, build rapport and execute low-risk skill sets.	84	44	52	12	91
-----------	----------------	---	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

- 1 One of the most important lessons I learned

Comment List (1)

Telephone 01

20	Telephone	For virtually all selling personnel, the telephone is the most important piece of "technology" we use. Using the phone properly and successfully is a matter of delivering the proper sequence of enabling sales tools. The extent to which you understand (before and after the course) that there are crucial, enabling sales tools for using the phone that will overcome many typical cold calling obstacles.	82	54	65	12	52
-----------	------------------	---	-----------	-----------	-----------	-----------	-----------

10-15 yrs * Res * Mgr * Int Form

- 1 I did not think we covered this material as in-depth as we should have

SALES TRAINING REVIEW

Comment List (2)

Cycle Map 02

22	Cycle Map	Being taught the Cycle, which begins at the Presentation and “cycles” through an entire engagement process (closing, objections, shock absorbers, real-final objection detection, objection answers) - to what extent were you enabled (before course) and now are enabled (after course) to have better balance and fluency as you prepare for your call to action.	79	46	61	12	72
-----------	------------------	--	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

1 Tools along with system = success

1-3 yrs * Res * Prod * Int Disc

1 I feel I now have many more skills

Comment List (2)

Cycle Map 03

23	Cycle Map	Master Preparation includes Prospective Targets, Their Needs, What they Think about YOU, Your Excellence. Extent (before and after) that you prepare for virtually every communication with prospective clients and target markets in which you are attempting to gain an advantage or a closed transaction (no matter how big or small).	90	57	63	12	58
-----------	------------------	---	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

1 I am preparing better and thinking more

10-15 yrs * Res * Mgr * Int Form

1 I didn't feel we touched on this topic very much

SALES TRAINING REVIEW

Comment List (2)

Cycle Pres 01

25	Cycle Pres	The use of Anchors (stating your purpose at the beginning of your engagement) is important. The extent (before and after the course) to which you believe that your presence and confidence are boosted by stating your purpose and asking what your client wants to accomplish during that engagement, differentiates you and sets the tone for your meeting.	92	43	49	12	114
-----------	-------------------	--	-----------	-----------	-----------	-----------	------------

>20 yrs * Res * Prod * Int Form

1 Goes with getting to the point, something I am doing a 100% better

1-3 yrs * Res * Prod * Int Disc

1 Love the anchor concept

Comment List (1)

Cycle Pres 03

27	Cycle Pres	Demonstrating your Presence and Confidence (or the appearance thereof) represents over 60% of your success for any given engagement. The extent to which you believe (before and after the course) that the low risk, high yield skills enable you to have the appearance of presence and confidence while you genuinely master them.	92	50	55	12	84
-----------	-------------------	---	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

1 Lack of confidence has held me back and now I realize it

SALES TRAINING REVIEW

Comment List (3)

Closing 01

28	Closing	When seasoned professionals who have achieved a high level of success are asked to give young salespeople advice, the first statement they make is to "Ask For the Order" (Close). Please indicate your skills to close before and after the course.	80	54	67	12	48
-----------	----------------	--	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

1 Good and getting better

10-15 yrs * Res * Mgr * Int Form

1 this taught me ways to teach others who don't have the courage to do so

1-3 yrs * Res * Prod * Int Disc

1 I knew of this concept but didn't always implement; doing so more now

Comment List (1)

Objections 03

34	Objections	Interpreting objections can help you because objections are often not stated clearly. Extent of your belief (before and after) that among the most important techniques you can use for this purpose is the "Which means?" by which you ask yourself or the client "which means" to drill down to the ultimate meaning of their concern or resistance.	82	47	57	12	74
-----------	-------------------	--	-----------	-----------	-----------	-----------	-----------

10-15 yrs * Res * Mgr * Int Form

1 there could have been more time spent on this topic. Just brushed over

Comment List (1)

Follow-Up 03

37	Follow-Up	Extent to which you believe (before and after) that you should never open a follow-up call with the words "I just called..." as they minimize your importance and the relevance and importance of your effort.	84	36	45	12	133
-----------	------------------	--	-----------	-----------	-----------	-----------	------------

1-3 yrs * Res * Prod * Int Disc

1 In the past I might have said "I just called..." to make it sound casual and low pressure. I know now this is a no-no.

SALES TRAINING REVIEW

Comment List (1)

Referrals 01

39	Referrals	Networking is among the most important leveraging skills for any professional salesperson. The extent (before and after) that you believe attaining referrals is among the keys to solid network building.	94	69	73	12	36
-----------	------------------	--	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

1 I knew this before but now I have more skills to build a better referral network.

Comment List (1)

Testimonials 01

42	Testimonials	Testimonial attainment is also among the most important leveraging tools. A testimonial can be delivered on paper, email or person to person. The extent (before and after) to which you know how to ask for testimonials and are willing to request them from satisfied clients.	80	42	51	12	90
-----------	---------------------	---	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

1 I didn't always ask in the past, doing so now

Comment List (1)

Adv Skills Pre-Emp 01

50	Adv Skills Pre-Emp	The extent to which you believe (before and after) that "pre-emption" enables you to bring up potential negatives or objections and have a high probability of minimizing their impact on your objective.	92	50	55	12	84
-----------	---------------------------	---	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

1 This was one of the key components really driven home during the course

Comment List (1)

MBTI 01

51	MBTI	The extent to which you believe (before and after) that understanding key personality temperaments, knowing yours and your prospective clients' is a contributor to your selling success.	89	44	49	12	102
-----------	-------------	---	-----------	-----------	-----------	-----------	------------

1-3 yrs * Res * Prod * Int Disc

1 I was always sensitive to this before but now have more skills to assess and adapt.

SALES TRAINING REVIEW

Comment List (1)

Conclusion 01

54	Conclusion	Having experienced the SellTruth sessions, culture, methods and practices, please indicate your skills levels before and your skills levels after the course in executing the practice of professional selling at your company.	83	51	62	12	63
-----------	-------------------	---	-----------	-----------	-----------	-----------	-----------

1-3 yrs * Res * Prod * Int Disc

- 1 Working on ongoing development of my newly learned skills

Comment List (3)

Conclusion 02

55	Conclusion	The extent to which you believe (before and after) that your company's investment in a company wide selling skills program delivered by StoneArch, would enhance overall performance of salespeople at all levels.	92	51	56	12	80
-----------	-------------------	--	-----------	-----------	-----------	-----------	-----------

>20 yrs * Res * Prod * Int Form

- 1 I would recommend this course to anyone in any kind of sales occupation. What a great way to start off 2007

10-15 yrs * Res * Mgr * Int Form

- 1 I think the material is very powerful and actually is more than is allotted for in the class. I think that more time should be invested each session and that there needs to be concrete scripts and take aways for this to be even more powerful. Most people struggle for the verbiage to use, and look to someone to create this so that they can then morph this into their own. If you provided that to your attendee, this class would pay for itself.

1-3 yrs * Res * Prod * Int Disc

- 1 I wasn't sure what to expect going in but I believe this course could be beneficial to salespeople at all skill and experience levels.