



Spohn Applied-Selling™ for Business

Proven methodology provides measurable results and flexible curriculum for sales

Theoretical sales methodologies do not meet industry requirements

Sales executives and training organizations are seeking alternatives to the limiting factors of available sales methodologies and curriculum:

- Most sales methodologies focus on a single dimension of sales and do not address industry-specific situations
- Many require steep licensing fees
- Materials and content is proprietary and not modifiable by the customer
- Some utilize proprietary and costly learning measurement tools
- Results are difficult to measure and cost is difficult to justify

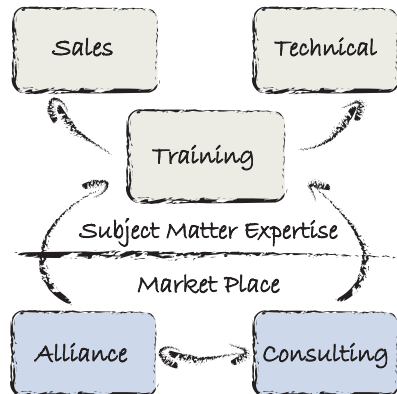
The promise of varying methodologies is to provide business a unique process for achieving consistent sales results over time. Training organizations combine these methodologies to form a comprehensive structure for sales training curriculum across the organization's varying sales functions.

With many companies seeking to optimize their training expenditures, requirements for sales methodologies are trending toward those that are

focused by industry, tailorable by customer and that offer a significant return on investment.

Sales methodology developed through successful sales and training

Over the past five years, Spohn has developed Applied-Selling methodology (SA-S) that delivers measurable sales results. Through its sister company, Spohn Consulting, Spohn Training has documented proven sales techniques

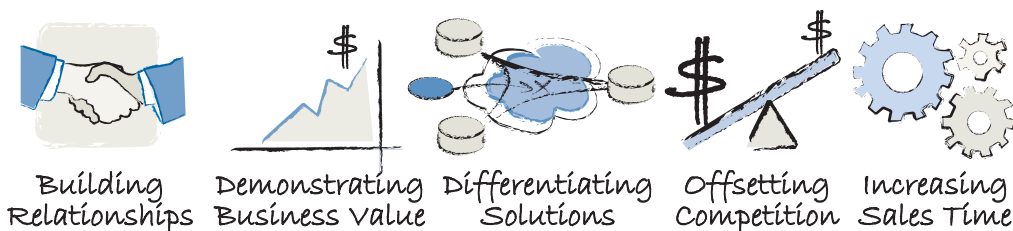


that have contributed to the rise of Spohn to the number two revenue producer in 2004 for a Fortune 100 company. Spohn has refined SA-S through five years of successfully training thousands of

Benefits

- Lower cost of ownership through tailorable content and unlimited rights of use
- Higher return on investment in sales methodology training
- Improve performance through proven sales strategies and tactics
- Meet deployment timelines through use of on-demand rapid development team and subject matter expertise

Figure 1: Spohn Applied-Selling methodology is a multi-dimensional approach to delivering effective sales results by focusing in five key areas:



enterprise, global, SMB, call center, and channel sales people. The result is a unique, comprehensive sales methodology – applied specifically to your industry – that can be deployed across all levels of the sales organization to achieve measurable and consistent sales results.

More than a single methodology

SA-S is a dimensional methodology encompassing best-of-breed sales strategies and tactics for:

- Establishing influential relationships and aligning organizations
- Identifying business problems and creating mind-share of solution value
- Establishing a position as an “expert” in solutions
- Differentiating providers and solutions in the competitive marketplace
- Managing company resources for service excellence

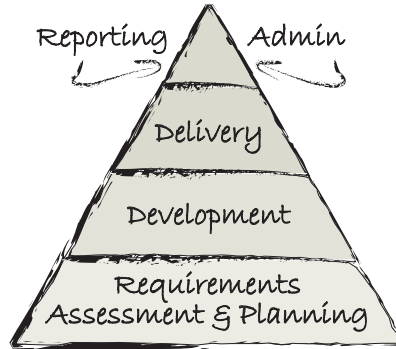
These primary areas include industry-specific content including industry trends, technology trends and benefits, business drivers, business skills, sales strategies, competitive knowledge, management skills, internal processes and much more.

The SA-S methodology and concepts are modeled to provide a unique sales approach that is optimal for each sales

person’s business strata and sales objectives. See Figure 2 below.

SA-S content and materials are flexible to use and customized by customer

The SA-S methodology and content is tailored to meet the specific objectives and content requirements of the customer.



To accomplish this, Spohn provides complete assessment, development, delivery and learning measurement services that can be made part of each SA-S training project.

SA-S curriculum features unlimited rights of customer use and development

Curriculum can be licensed by the customer to provide the ultimate in flexibility. Trainers can modify, maintain, and manage their own SA-S curriculum for optimal training curriculum management.

Features

- **Managing relationships and aligning organizations**
- **Identifying business problems and creating mind-share of solution value**
- **Demonstrating expertise in technology**
- **Differentiating providers and solutions in the competitive market place**
- **Managing company resources for service excellence**
- **Unlimited rights of use by customer for in-house development and maintenance**
- **Tailorable to meet specific customer training objectives**
- **No proprietary learning measurement tools**
- **Utilizes hands-on approach to skills retention through workshops and roll plays using real-world scenarios**
- **Measurable results, up to Level 5**

For further information please contact our corporate office at 512.685.1000

Figure 2: Spohn Applied-Selling methodology has been developed into effective training curriculum for sales representatives across critical sales functions

Spohn Applied-Selling™ (SA-S) Methodology			
SA-S : Vision Selling	SA-S : Value Selling	SA-S : Transactional Selling	SA-S : Indirect Selling
Direct Sales		Call Center Sales	Channel Sales
Establishing credibility with top executives	Identify critical customer business problems	Identifying drivers for sales opportunities	Creating mind-share and agent buy-in
Establishing an “expert” position with executives	Determine impact of problem to the business	Lead generation tactics and account acquisition	Lead generation tactics and account acquisition
Influencing value-based decision making	Explore end-to-end solution options	Multi-service selling in transactional timeframe	Competitive positioning of Carrier services
Differentiation through selling company vision	Establish business value of solution	Getting customers to sell for you	Upselling voice and data services