



INTRODUCING THE SALES SKILLS INDEX

The Sales Skills Index is an objective analysis of your sales reps' understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, "Can this person sell?" Like any profession, selling has a body of knowledge related to its successful execution. It is this knowledge that the Sales Skills Index measures.

Although dealing with the issue of whether a person can or cannot sell is an essential component in predicting or improving sales success, it is certainly not the only one required for optimum sales performance. Behavior, attitude, and personal interests and values are other areas to consider. (FocalPoint has alternative assessments for these areas).

Understanding effective sales strategy can help lead your sales team to success as long as you can implement it. However, just knowing it is not enough, you must utilize what you know.

The Sales Skills Index report will give you feedback on your team member's sales strengths and sales weaknesses. From this you can customize an individual development plan to overcome these weaknesses. Knowledge of their strengths and weaknesses, along with their desire to sell more, will allow you to maximize the growth of their sales skills AND the revenue they generate!

[View a sample Sales Skills Index Report here](#)

Here's how you can take advantage of this powerful tool...



“Achieve Your Budget” Package

Each salesperson will receive a Sale Skills Index. They will receive an individual, one time password and complete the online questionnaire. The online assessment takes about 30 to 40 minutes, and the results follow shortly after.

You will receive:

- Complete results of each [Sales Skills Index](#)
- Valuable insights on each team members’ sales strengths and sales weaknesses
- A one hour 1 on 1 debrief for every 4 purchased in which you and John Cutler discuss each assessment.

Investment: \$495.00 + gst per Sales Skills Index

“Exceed Your Budget” Package

Why just achieve your budget, when you can exceed it? Are you a great coach to your sales team? Great coaches are responsible for the success and development of their teams. Your sales team requires the same of you. The Navigational Coaching Workshop provides you with the skills to fully develop and unleash the potential of your sales people through coaching. When you arm yourself with the knowledge of your team members’ sales weaknesses and sales strengths, and factor in your improved coaching skills through the Navigational Coaching Workshop, you set yourself up success.

You will receive:

- One admission into the next [2-Day Navigational Coaching Workshop at Commonwealth Stadium](#).
 - Explore fundamental coaching skills, including:
 - The Art of Conscious Listening
 - The Art of the Question
 - The Art of Telling
 - Practice key techniques and skills and receive feedback on coaching competency.
 - Learn how to give both positive and corrective feedback.
 - Learn how to deal with the more challenging situations.
 - Learn more advanced coaching skills.
 - Comprehensive 100 page workshop and reference manual
 - 5x7” laminated coaching conversation model with sample questions on the back
 - 5x7” laminated feedback model and integration to coaching



- 8x10” double sided Summary of all concepts and key learning points from workshop
- Food and beverage
- Complete results of each Sales Skills Index
- Valuable insights on each team members’ sales strengths and sales weaknesses
- A one hour 1 on 1 debrief for every 4 purchased in which you and John Cutler discuss each assessment.
- Earn a 10% discount on Sales Skills Index Assessments

Investment: \$1900.00 + gst per Navigational Coaching Registration
 \$445.50 + gst per Sales Skills Index

“Blow Your Budgets Out of the Water” Package

This is the premier package, and the program that will have the greatest impact on your sales. The Sales Skills Index focuses on 7 key criteria that all successful sales people require. They are:

- Prospecting/Qualifying
- First Impression
- Qualifying Questions
- Demonstration
- Influence
- Close
- General

I have a one hour session available for each area that can be provided in a one on one format with each individual sales person. By taking the time consuming project of developing personalized training for each of your people off your plate, it will ensure progress and improvement.

You will receive:

- 1 on 1 sessions between John Cutler and each salesperson, the number of sessions is contingent on the needs identified in the Sales Skills Index.
- One admission into the next 2-Day Navigational Coaching Workshop at Commonwealth Stadium.
- Complete results of each Sales Skills Index
- Valuable insights on each team members’ sales strengths and sales weaknesses
- A one hour 1 on 1 debrief for every 4 purchased in which you and John Cutler discuss each assessment.



- Earn a 20% discount on Sales Skills Index Assessments and hourly 1 on 1 sessions between John and each Sales Person

Investment: \$396.00 + gst per 1 on 1 hourly session per Sales Person
 \$1900.00 + gst per Navigational Coaching Registration
 \$396.00 + gst per Sales Skills Index

Make the decision today to maximize the potential of your sales people! You can now develop your sales people with laser precision based on their individual needs. No longer will you have to waste your training and development dollars by enrolling in generic, one size fits all sales training.

Contact John Cutler today at 780-616-0964 or jcutler@focalpointcoaching.com to have a discussion about where you want your team to be, and where your team is NOW!