



John Martin, Founder and Lead Instructor, lives in Seattle. John has an entrepreneurial fervor and gift for presentation coaching and sales training. He's a certified client-associate for teaching Miller-Heiman's Strategic Selling and was awarded an MA in Organizational Communications from Miami University, Ohio. He has extensive experience in the Life Sciences industry and has worked as a Sales Representative, Regional Sales Manager, Channel Partner Manager, Worldwide Sales Development Manager, Training and Education Manager, and Director of Sales. John's business acumen ranges from working with bootstrapping startup companies to industry giants like Hewlett-Packard, Agilent Technologies, Philips Medical Systems, and Cardiac Science. He has trained and coached thousands of professionals around the world as well as taught public speaking at colleges and universities since 1985.

## SALESFORCE PERFORMANCE TRAINING OF SALESPEOPLE & DISTRIBUTION PARTNERS

Expert Sales Training Specialist for non-invasive diagnostic cardiology devices, patient monitors, and automatic external defibrillators. Extensive (13 years) automatic external defibrillation experience with: Philips Healthcare, HeartSine Technologies, and Cardiac Science.

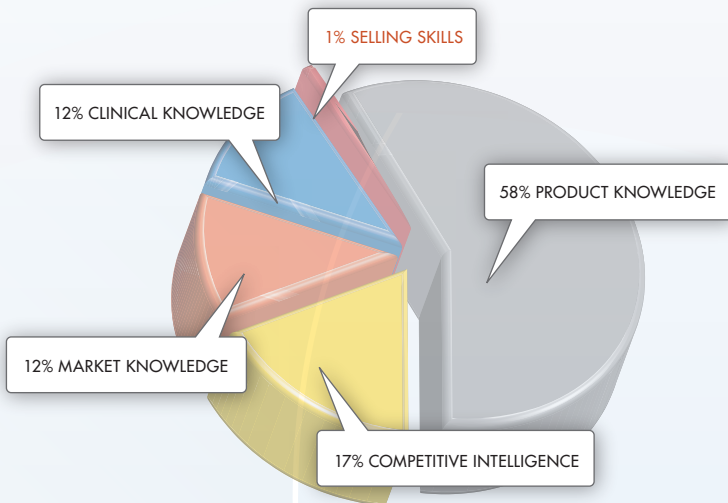


### THE PROBLEM

Many organizations use sales training as a "quick fix" for poor sales performance with Direct Salespeople and Distribution Partners. This approach gets limited results. Making and sustaining permanent change in selling behaviors requires a planned process supported by all those involved at different levels within the organization. Before you invest in sales training, it is important to develop a systematic, sustainable plan for executing, implementing and supporting this process. In today's hyper-competitive market, top producing Distribution Partners can be lulled over to your formidable competitor's camp in a matter of months. The only way to keep long-term, top producing partners is to collaboratively create lasting value with them. Offering ongoing best-in-class sales and product training is an excellent way to maintain mission-critical win-win relationships.

### OUR APPROACH

Since every organization is unique, it would be futile to design one set of courses to use with all of our clients. We work hard to find where each organization is having difficulties and modify our courses to best suit our client's unique learning goals. We deliver a proven, systematic, totally customized selling methodology designed specifically for your sales organization. This unique approach incorporates tactical skills for engaging prospects and customers in a consultative style using exploratory questions to best understand their true needs. This approach also utilizes strategic analysis skills for shortening the sales cycle and improving your win ratio with large, complex sales opportunities.



## SALES TRAINING ACTIVITIES

Most companies spend 99% of their sales training activities on skills that won't differentiate them from their competition. Investing in Selling Skills training is one of the most important investments a sales organization can make. Few companies have clear-cut superiority over their competition. Organizations with the best trained salespeople, win more opportunities.

## CUSTOMIZED WEB PORTALS

One of the best ways to offer continual sales training and product training support is through the creation of a customized Web Portal. The Web Portal can be utilized 24x7 by Direct Salespeople and Distribution Partners for online sales training and as a repository for product training content. An affordable Learning Management System (LMS) can be incorporated into the Web Portal to track and document successful completion of online training modules.

## RAVE

*"I'm excited to put the knowledge I learned to use and I feel confident to go out there and engage with my customers and prospects. You kept the energy up all week, the content was spot on, and most importantly for me you kept it fun. I just wanted to say thank you. I hope to have the opportunity to work with you again in the future."*

-- Michael Bittner, Salesperson, Consultative Selling Workshop, Bothell

*"Thank for the training the past couple of days. I feel that it will be extremely valuable to me to uncover and close more business. Thanks again."*

-- Mark Slate, Salesperson, Consultative Selling Workshop, Bothell

*"Thank you for the great job on training. I learned a lot and I have more self awareness of my poor listening, data dumping and speed of talking. It made a big difference on my calls yesterday and walked into a new deal. Thanks to you, I got invited to the dance! "*

-- Patrick Mannen, Salesperson, Consultative Selling Workshop, Bothell