

# Team Selling™

Success in complex sales is the result of **clear planning** and **effective execution**. They require the careful coordination of many resources on both the selling and client side throughout the life of the sale. **Team Selling™** offers the most effective approach to consistent success in this style of selling.



## Team Selling™ will:

- Increase sales by dramatically cutting the selling cycle
- Capture immediate business by identifying and overcoming the obstacles to closing
- Increase customer retention by building rapport at all the right levels
- Eliminate the 'dropped balls' by providing a plan for every major sale
- Cut costs by teaming valuable resources only on high potential opportunities
- Reduce waste and frustration by ensuring a company-wide focus on common goals
- Improve employee retention by improving morale through increased results

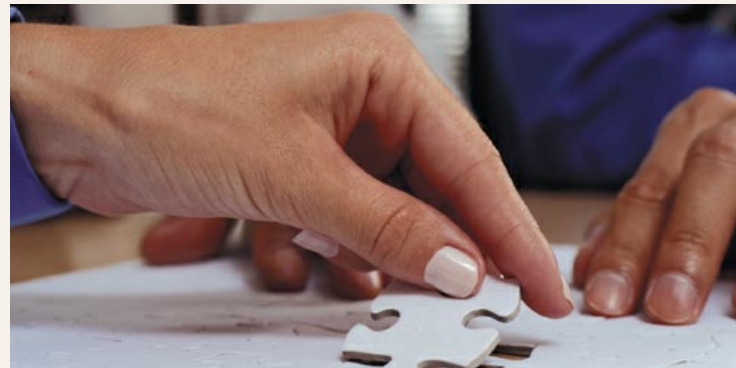
## Your team will learn to:

- Fill your pipeline with highly qualified prospects
- Negotiate from strength, not price
- Use all your resources to quickly capture prime opportunities
- Conduct effective client meetings that lead to action rather than activity.
- Communicate clearly with clients, team members and partners
- Manage a sale like a project with goals, plans and results
- Evaluate their actions to continually self improve

## What is Team Selling™?

Team Selling™ is effectively using the full resources of your company to sell an account through all of their relevant decision-makers. The goal of Team Selling™ is to establish a deep, lasting, profitable relationship between people, products and companies.

The result of Team Selling™ is shorter selling cycles, larger sales, lower costs and happier clients.



## How we serve you:

We analyze your strengths and weaknesses and quickly strengthen areas that put current sales in jeopardy. Next, we will help you develop a system of selling that dramatically increases your success rate while embracing your company's goals and objectives.

Since all of our work is customized, the first step is a simple phone conversation. Call or email us today and let us know when you would like to meet. Only after we learn about each other can we determine if our organizations should work together.

## How we make training work:

You can dramatically improve your ROI on training by offering effective support, follow-up and reinforcement. That's why we use the latest technology tools to provide clients with numerous follow-up services that keep new skills in the forefront long enough for them to become habits. These tools also help people to stay involved and motivated, making it more likely that new skills will turn into long-lasting habits.



Steve Waterhouse, Principal



## Why do we need Team Selling™?

- Decision-making happens at many levels and all need to be covered
- Shorter product life-cycles require faster launches
- Increased competition leaves poorly covered accounts at risk
- No one person can be an expert in everything
- Long-term sales require company-level commitments
- You do not want your business to be dependent on one field person

## Ingredients for Team Selling™ success...

Strong Basic Selling Skills	+	Important TEAM SELLING™ Skills
Prospecting		Defining Roles
Rapport Building		Efficient Resource Management
Presentations Skills		Successful Team Sales Meetings
Negotiating		Effective Team Communications
Closing		Managing Internal and External Politics
Time Management		Clear "Account Ownership"
Goal Setting		Strategic Selling To Top Management
Client Management		An Understanding Of Why Your Clients Buy
Territory Management		Complete Client Research
Product Knowledge		Planning For The Desired Results
Listening		
Success		

*Individual Programs Are Available On All Topics*



## About Us

WATERHOUSE GROUP helps companies increase sales and profits by providing consulting, training, keynote motivational speaking and coaching services. Founded in 1994, we have helped sales organizations across the US and throughout Europe, Australia and the Middle East find new levels of sales success. We have a particular expertise in complex sales such as those found in the electronics, pharmaceuticals, medical equipment, chemical, software and technology industries. Our client list includes AT&T, MCI, Chrysler, Monsanto, United Airlines, Lucent Technologies and Xerox.

Our services are appropriate for your entire sales force, specific teams or divisions and individuals. What sets us apart is our ability to stimulate sustainable company growth by presenting a new way of thinking about sales.



**“You are a World Class Instructor and Motivator.”**

*– Lucent Technologies*

**“Steve’s integrity, enthusiasm and know-how make him a powerful force in sales.”** – *Vortech Corporation*

**“Steve always challenged us to continually improve and be at our best. I cannot say enough about his contribution to our team and company. It was great working with him.”** – *AT&T*



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Visit our website: [www.stevewaterhouse.com](http://www.stevewaterhouse.com)

## Team Selling!™

**The days of the lone sales rep selling to a single decision maker are dead.** Today, you deal with a large and diverse group of people, both in the client's organizations and yours.

*This is especially true if:*

- Your sales have an enterprise-wide affect on the client.
- Your sales requires client approvals at many levels
- Your sales require technical, operations, marketing and/or management support

