



Roger Bostdorff of B2B Sales Boost is available to speak to your business group on a range of topics including:

The Gameplan for Building and Sustaining Business Success

This interactive Executive Briefing focuses on the 5 step Closed Loop Process approach to business that will produce positive results in top line revenues and bottom line profits. The Gameplan for Building and Sustaining Business Success is an internal planning and management process. Many companies are actually doing some of the 5 steps. However, since this is an integrated process, unless successfully fulfilling each step your success diminishes. Practical tips and examples of how this approach can be utilized in daily operations will be given.

Topics included:

- Human Resources
- Sales
- Production
- Marketing
- Customer Service
- Production
- Marketing
- Customer Sat
- Motivation
- Leadership

This process can be applied to ANY type and size of organization.

Selling is NOT an Art but a Process

We have all met individuals that we or others have labeled “natural born salesman.” Although some personalities have characteristics that may help a person more easily adopt practices of a good salesman, in reality there are no natural born salesman because sales is not an art, but a process. The definition of a process is that it is definable, repeatable, and measurable; can be taught and therefore, can be learned. Many of the so called natural born salesmen are utilizing parts of this process without knowing it. The point is that you don’t have to be born with this gift, but rather can be taught how to be a good salesman. To be a successful salesman you need to understand the six parts of a successful sales cycle and then be able to execute each of these parts successfully.

Hunters vs. Farmers

In sales you have two different types of responsibilities; Hunting and Farming. Hunting is the act of finding and selling new accounts and creating a financial relationship with a company with whom we previously had not done business. While Farming is taking established accounts where the company already has a relationship and building on that relationship to harvest additional opportunities.

This session deals with how to be a successful Hunter (new account marketer) in a sales territory.

Sales Clinic

This session asks the participants to bring with them data relative to their top five sales

opportunities that they are working. A worksheet is provided ahead of time so the participants know what information they need to know about these situations. The objective of this session is that the participant will walk out the door when the session has been completed with one of following three results:

1. Strategy to close the business
2. Steps to move the opportunity to a qualified deal
3. Determine that this is NOT an opportunity to invest significant time

It is as important to learn the process to accomplish 1, 2 and 3 as it is to actually provide these tactical results regarding their top opportunities.

Rising Above the Competition – A Unique Sales Approach

When the economy is good and the market is growing, a surge in business can help you reach your sales targets. However, when the times get tough, you'll need an effective sales process to survive. Sales cycles become drawn out, and the average salesman does not succeed as companies look for ways not to spend money.

Bostdorff's best practices ensure that your company rises above the competition:

- Differentiate yourself while qualifying your prospective customers
- Invest your time with the prospective customers that are going to indeed make a decision.
- Quantify why the customer should make a decision relative to your offering

These sales approaches require confidence and proper questioning. Without identifying the customer value, the sales cycle stretches out and you have no means by which to shorten it. With the value quantified, you have the power to decide whether this customer will help your business succeed.

If your company has missed sales opportunities over the last year and you desire to take your company sales to the next level without settling, this program is for you and your team.

So how does one salesman succeed in hard times while the other salesman cannot make it? He can always cut the price right? Over time all that does is generate less profit for his employer and eventually downsize the company including the sales force. He can get more balls in the air (find more opportunities). However, if the sales cycles get stretched out, this just generates more work and still minimal additional sales.

This session discusses how to be successful in a tough economy.

If the Problem is Price...What is Your Answer?

What do you do when it appears that almost every sales opportunity comes down to price? Is this the new Way of the World or is there something you can do to minimize priced-based buying decisions? How do you handle it when your market puts you in a price-focused position? In this session, you will learn what buyers are really focusing on when buying on price and you'll learn how to position your company to minimize the times price is the deciding factor in any buying decision. Plus, you'll learn what to do when confronted with a price-focused customer, including tips on how to handle that objection without giving away all of your profit. If the problem is price...what are you doing except for giving away your margin?