WELCOME TO QUOTA SYSTEM REINFORCEMENT PROGRAM™

As Quota® graduates, you have learned the 10-stage, 40 competency business-to-business (B2B) sales process. Like any skill - "Perfect practice makes perfect!"

The Quota System Reinforcement Program (QSRP™) has been designed to reacquaint you with the Quota® process and skills and continue your progress towards becoming an elite sales performer.

Throughout QSRP™, you will be challenged by a variety of exercises, role plays and games to sharpen your skills and ensure transfer of those skills back to your working environment. Like Quota®, The QSRP™ has a fun factor built in! You will be a 'pit crew' and your job is to race the Sales Highway against the other teams in the room. First to the finish line (or furthest on the course) wins the QSRP™ challenge! Competencies reviewed in QSRP™ are:

PARTNERSHIP SELLING – The Evolution of Selling

THE SALES CYCLE

- Key Events of the Sales Cycle
- Securing a Next Key Event

Concepts you will learn playing the game are:

STAGE 1 - Prospecting

- Social Media
- Building a daily prospecting plan
- Introductory Script
- Getting Through 'Screens'
- Leaving Compelling Messages
- Handling Prospecting Obstacles

STAGE 2 - Qualifying

- Buying Centers
- Managing Multiple Sales Cycles
- Qualifying Questions (B.P.O.U.T.)
- Writing Target Letters and Direct Mail

STAGE 3 - The Initial Meeting: Business Development Practices

- Meeting Your Client
- Confidence Builders
- 5 Steps to a Professional Greeting
- Decision Spectrum
- Individual Motivators
- Organization Motivators

STAGE 4 - Conducting a Needs Analysis

- Needs Identification Selling
- Conducting the Needs Analysis

STAGE 5 - Product/Service Demonstration

- Committee Interview
- I.B.O.A.T.
- Presentation Preparation and Agenda

STAGE 6 - Presenting a Quotation

- 7 Basic Rules for Quotation Presentation
- Roster Selections

STAGE 7 - Influencer Approves

- Securing a Commitment/Buying Signals
- 6 Closing Styles
- Tailoring the Close to the Buying Style

STAGE 8 - Key Decision-Maker or Committee Approves

- Purchasing Criteria
- Competitive Selling Practices

STAGE 9 - Purchasing Approves – P.O. Sent

- Getting Purchasing Approval
- Negotiating

STAGE 10 - Product/Service Delivered, Payment Received

- Written Communication
- Post-sales Service
- Thank your client!

TYING IT ALL TOGETHER

- QSRP Game Rules (page 57)
- QSRP Skill Review Guides (pages 58-60)

OPTIONAL EXERCISES

- Forecasting (Optional)
- Prospecting Formats (Optional)
- Clients' Buying cycle (Optional)
- Triangulation (Optional)

QUOTA Q.S.R.P.™ System Reinforcement Program

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WELCOME TO QUOTA SYSTEM REINFORCEMENT PROGRAM™

Skill development is an ongoing activity and not a single event. At Quota, we advocate a variety of tools that ensure you are performing at your very best. Professional Sales is like travelling on a road trip. There are highs and lows. In fact, taking a road trip is an adventure that provides both positive and negative experiences.

On the QSRP™ Sales Highway, your team (or Pit Crew!) will experience a variety of opportunities and obstacles. Your objective is to be the first team to the finish line (or be furthest on the Sales Highway) to win the race.

Also, like professional sales, there will be times you move forward and times you seem to move backwards! This is the natural pace of sales - be polite, persistent and professional and you will find yourself standing in the winners' circle!

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We are confident you will find the practices identified in Quota to be relevant to your work, reliable in implementation and flexible to execute. We are also confident that you will see a measurable impact on your own sales performance using the Quota tools. Throughout the program you will see these various symbols:

Link -Back Exercises

Pop Quiz

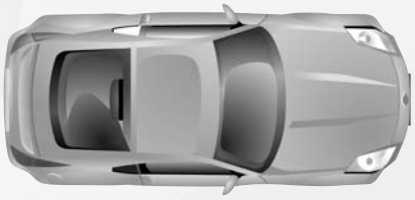
Bonus Round!

Roll Quota® Game Dice

Double Up Round

Supplemental Reading

Wherever you see this perforated line, cut out the section and place in your work station, office or sales organizer.



Just like champion pit crews, your team needs to work together! How effectively you manage each other and the various obstacles you will face over the day will have a direct impact on winning the race!

These symbols will direct you to specific actions required to advance in the game. They also represent an important connection to your own selling environment. Please take the time to fill in each link-back exercise to ensure you are applying the concepts learned in Quota back to your own company and client situations.

As each player receives their own player workbook, we have included supplemental reading content in some sections of the workbook. This reading will serve as a reference at a later date.

Before you get started, we ask you to complete 15 minutes of pre-work. Please read the following 6 pages before the game to better understand KEY EVENTS OF THE SALES CYCLE so we can jump right into the game on your arrival!

Regards,

Earl Robertson

Earl Robertson
President, Namaico Holdings Inc.

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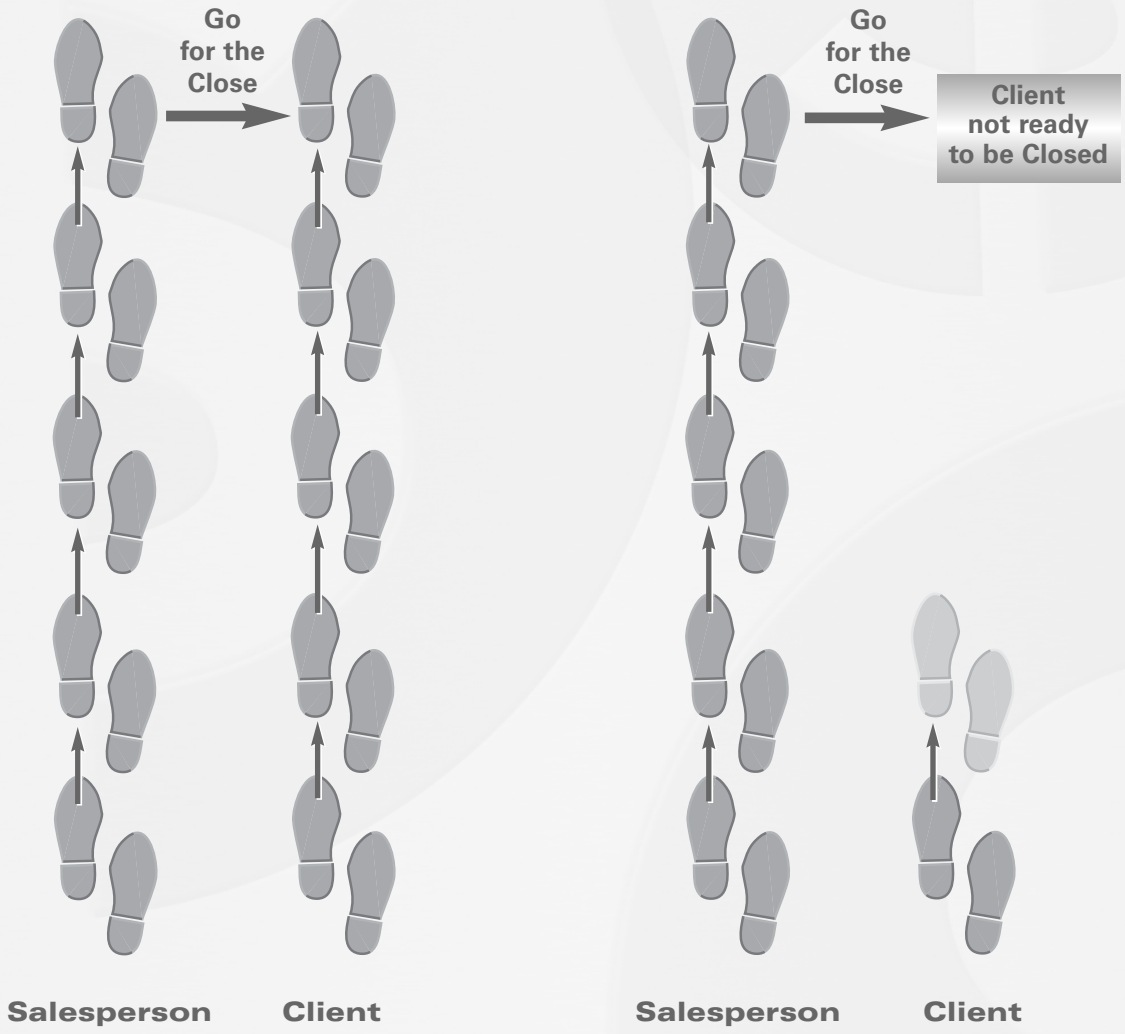
THE SALES CYCLE

If you recall from your Quota® experience, we use the analogy of you and your customer walking together. Successfully closing a sale is the consequence of both you and your customer going through the process together, vs. you doing all the walking/talking and your client holding back.

To accomplish this, you first need a clear understanding of the 10 stages of the sales cycle and mastery of the 40 competencies contained in these 10 stages.



Every business, and sales cycle, is unique. What this means is that your own company or business may use a different number of stages. However, regardless of the number of stages, you will discover that the 10 core stages are incorporated into your sales cycle.

For instance, you may have a 7-stage process but may have condensed some of the stages together. An example could be Prospecting & Qualifying as a single stage or Initial Meeting & Needs Analysis as another separate stage.

However you define your cycle, what you can't do is leave out a stage!

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To reacquaint you with the sales cycle, please take a moment and define your own company sales cycle stages (incorporating all 10 stages).

Example, using the 10 stages listed below, build your own company stages and list each stage:

Please take 5 minutes to fill in each of the sales cycle events below (from page 5) and what type of action you might request of your own clients to ensure they are actively participating in advancing the sales cycle:

Prospect

Qualify

Initial Meeting

Needs Analysis

Product/Service

Demonstration

Quotation

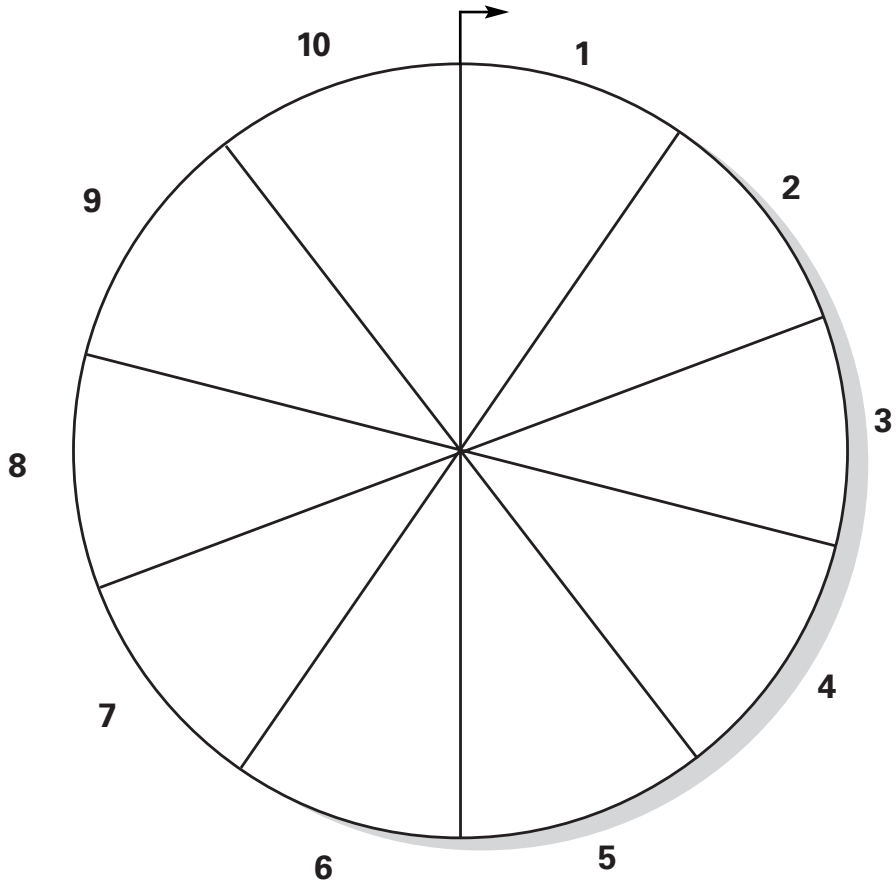
Influencer Approves

KDM/Committee Approves

Purchasing Approves

Quotation Signed – P.O. Sent

Product/Service Delivered/Payment Received



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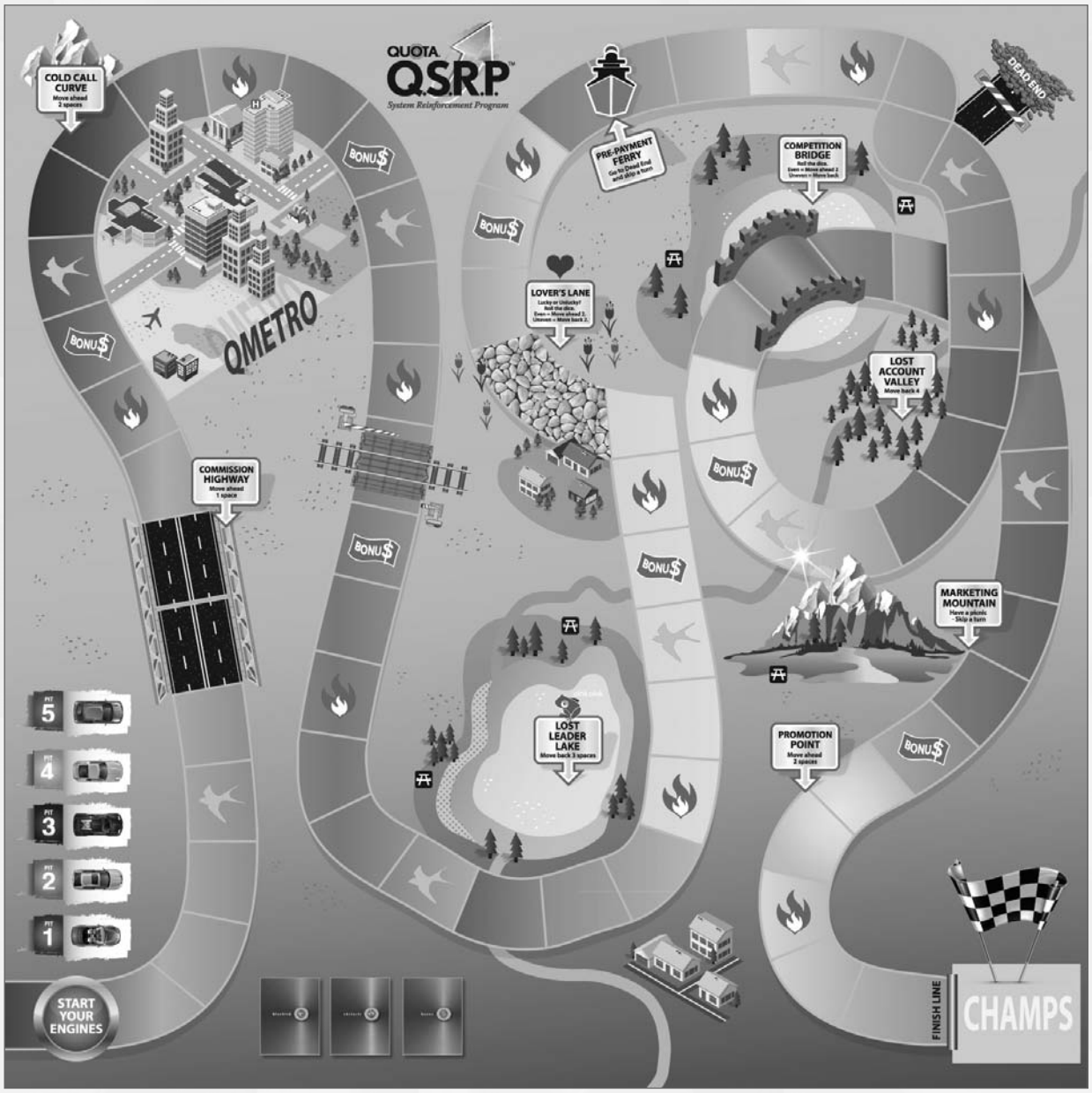
THE EVENTS OF THE SALE CYCLE

Start your engines! When you enter the QSRP™ workshop you will be joining a road crew of professional sales people with a key objective - that is to win the race on the QSRP™ RoadMap™.

You and your team will be reviewing Quota® concepts and competing against each other's road crews as you drive along the QSRP™ highway. Just like real life - every adventure has it's ups and downs. You and your team will need to be careful as you drive through Cold Call Curve; Competition Bridge and Lost Account Valley. However, there are pit stops along the way that will accelerate you to the finish line such as: Commission Highway; Pre-Payment Ferry and Promotion Point.

Good luck and like all experiences, the drive there is part of the fun!



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Finally, to prepare you for the Quota System Reinforcement Program™, please list below the skills you have enhanced since your Quota® experience - and the areas you would like to reinforce at the QSRP™ session.

Please copy or scan this page and provide it to your course leader at the beginning of your session:

STAGES OF THE SALES CYCLE	SKILLS ENHANCED	REINFORCEMENT REQUIRED
Prospect		
Qualify		
Initial Meeting		
Needs Analysis		
Product/Service Demonstration		
Quotation		
Influencer Approves		
KDM/Committee Approves		
Purchasing Approves		
Implementation/Payment		

YOUR PRE-WORK IS DONE!

When you arrive at QSRP™, you will hand in this page to your course leader and begin the review process. Just like Quota® - there is competition and a prize for the winning team!

Come prepared to play and demonstrate your mastery of the 10-stage/40 competency Quota® skills!

See you there!

QUOTA® Q.S.R.P.™
System Reinforcement Program

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NOTES

PREWORK NOTES:

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