

## 2.3.1™ Sales Coaching

**“Game changer!”**

**“Immediate results!”**

**“Nothing else in the industry  
even remotely like it.”**



This is just a sample of what wholesalers and salespeople are saying about our 2.3.1™ Sales Coaching, and no wonder. Most are experiencing immediate results and gaining millions of dollars in new business, while significantly expanding the number of producers in their territories. 2.3.1™ Sales Coaching is a Communicate to Connect™ exclusive. It's unlike anything else in the sales industry and it's revolutionizing the way wholesalers work their territories and close business.

2.3.1™ Sales Coaching is intensive one-on-one coaching that teaches wholesalers how to leverage relationships and products, while incorporating solid structure and fluid process into their selling practices. They learn a framework for selling that is flexible and adaptable to any situation.

2.3.1™ Sales Coaching is about a lot more than how to handle the last five minutes of a sales call. It is a holistic approach to selling, covering everything from making appointments, to strengthening relationships, to managing a sales call, to capturing business, to establishing continuity in the entire sales process.

2.3.1™ Sales Coaching is resulting in wholesalers expanding their territories and growing their business at previously unheard of levels. They are forging new relationships while transforming existing FAs and teams into loyal and committed customers. They are experiencing extraordinarily high closing ratios with both new and existing customers.

Many wholesalers are making significant sales to new producers the first time they meet, something most say has never happened to them before. The closing ratio with new producers is running at a rate of more than 70 percent!

Why are wholesalers seeing such extraordinary results? Because 2.3.1™ Sales Coaching :

- Is a natural process that is easy to learn and implement
- Produces both immediate and lasting results
- Teaches how to manage the entire sales call
- Builds on existing relationships
- Transforms the way wholesalers ask for business
- Expands product base as well as producer lists
- Produces exponential long-term results
- Includes built-in tracking and accountability to coach and manager

2.3.1™ Sales Coaching is accomplished through 3-4 individual coaching sessions spread over a period of just 12-15 months.

Even though wholesalers experience immediate results, the lasting integration of new techniques into daily sales practice takes time, even for high-level sales professionals. That's because true and lasting change requires a shift in attitude as well as a change of behavior. 2.3.1™ Sales Coaching involves learning, practice, and reinforcement in a challenging yet supportive environment.

### **Leveraging**

The first two sessions of 2.3.1™ Sales Coaching are about leveraging, the single most effective means of gaining a sales advantage in the industry. Leveraging is based on the principle of using what you know and who you know to open doors of incredible opportunity. Wholesalers are taught how to leverage new and existing relationships and products, which produces immediate results.

Leveraging is a great way to expand a sales territory from the inside out. And it's a lot more effective than cold calling, because someone else is vouching for you and investing themselves in your success. Leverage coaching involves two coaching sessions, ideally spaced 3-4 months apart.

### **Structure and Process**

Coaching sessions three and four are about learning how to close business, something few sales professionals know how to do effectively. Most sales people who do try to close business wait until the very end of a sales call and tack on an awkward request for an order. While that sometimes works, more often than not it is not successful.

What's usually missing is structure and process. That's why we coach wholesalers and sales people to incorporate both solid structure *and* fluid process into their selling. It ensures that they learn to use effective closing language for

managing sales calls from start to finish, not just the final moments of a sales call.

Highly successful selling requires that everything about a sales call point toward closing business. Honestly, most sales people never even ask customers for their business. It's usually due to a fear of rejection but even if they overcome that, most still don't know how to successfully ask for someone's business.

Structure and process is also about establishing and preserving continuity in the sales process. Without continuity, every appointment is like the first appointment. Continuity is a way to extend the sales process over time, building better and deeper relationships, and setting higher expectations.

It doesn't matter what you're selling, 2.3.1™ Sales Coaching can show you how to experience immediate and lasting results, while driving your business deeper. It's a simple yet powerful process that can be mastered by any sales person willing to change habits and incorporate new ideas. Sessions three and four are ideally spaced 3-4 months apart, to allow for the integration of new ideas into everyday sales practices.

2.3.1™ Sales Coaching is most effective when accomplished in one-to-one coaching sessions. However, we can discuss the option of providing it in small-group coaching sessions of up to six persons.

### **Habits and Goals**

Wholesalers and other salespeople, like everyone else, are creatures of habit. Positive habits are a good thing because they essentially let us "automate" many actions that otherwise would be very laborious if we had to constantly stop and think about them.

Bad habits, on the other hand, can trip salespeople up and result in negative behaviors that cost business. A big part of 2.3.1™ Sales Coaching is spent helping wholesalers identify harmful habits and replace them with positive habits that lead to greater performance.

Setting the right kinds of goals and knowing how to achieve them can also have a huge impact on sales performance. That's why we show wholesalers how to merge personal goals with corporate goals, and develop strategies for achieving them. We make it a "win-win" for the individual and the company.

#### Typical Results

Typical results experienced by wholesalers while learning how to leverage (during the first 6-9 months):

- More than 50 hot-lead introductions to FAs with whom wholesalers were not doing business
- More than 25 tickets dropped by the FAs wholesalers were introduced to

- 50% closing ratio with FAs wholesalers were introduced to
- More than \$11 million dollars in new business as a result of leveraged introductions

Wholesalers learning to add structure and process to their selling typically saw (during the first 6-8 months):

- \$26 million in new business, directly attributable to adding structure and process

2.3.1™ Sales Coaching is offered in one-to-one coaching sessions, or in small-group sessions of up to six persons per group.

### 2.3.1™ Sales Coaching

#### Takeaways

- Learn to use five different types of leveraging
- Discover how to penetrate corner offices and gain access to the industry's biggest producers
- Learn how to fully penetrate a territory by working it from the inside out, including meeting every FA in the territory
- Better utilize internal sales desk partners
- High level of accountability and tracking of results
- Learn powerful closing language and how to use it effectively
- Learn how to manage a sales call without making a customer feel managed
- Master the technique of posturing when selling
- Learn to target and capture "money in motion" managed by all FAs
- Master the art of tactfully moving FAs to a decision-making mode, which leads to a higher overall closing ratio
- Learn how to set appointments as you go
- Increase productivity by assigning time value to appointments

Communicate to Connect LLC is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President.



**Communicate to Connect™**

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