

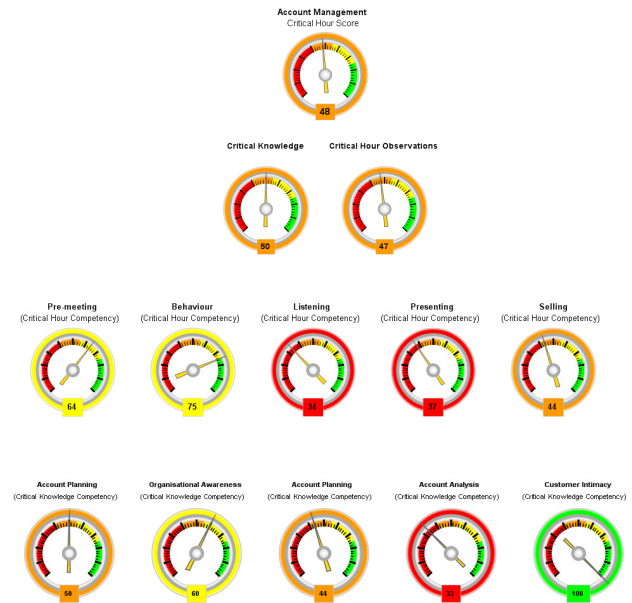
Account Management (Transactional)



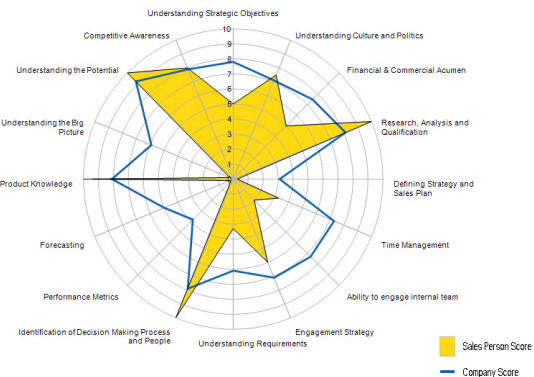
Evaluation of sales ability against best practice in 2 live account management meetings scoring over 170 different observations and testing their knowledge of best practice account management process and planning. Sales cycle of up to 6 months.

"I have used every training course and well known brand in my career but I have never seen anything like Silent Edge. They transformed my sales force taking their revenues from £750k a month to £4m a month in 6 months. More remarkably the other 6 regions in CW did not increase their revenues during this time."

Mike Sidon – Regional Managing Director - Cable and Wireless



Observation	Avg	Meeting1	Meeting2	Perception
Qualification	2.0	3.0	1.0	8.0
Meeting preparation	5.5	6.0	5.0	9.0
Personal presentation	10.0	10.0	10.0	9.0
Set agenda	5.0	5.0	5.0	7.0
Report	5.0	5.0	5.0	9.0
Introductions	6.0	5.0	7.0	8.0
Sales person's conduct	7.0	7.0	7.0	10.0
Meeting management	3.0	3.0	3.0	9.0
Specify client needs	5.5	6.0	5.0	9.0
Understanding pain	4.0	4.0	3.0	9.0
Agendas	0.0	0.0	0.0	9.0
Position - company	0.0	0.0	0.0	9.0
Identifying on company developments	0.0	0.0	0.0	8.0
Company offerings	4.5	4.0	10.0	10.0
Match customer pain to the offering	4.0	3.0	9.0	9.0
Sales Value Proposition	0.0	0.0	0.0	8.0
Case study	0.0	0.0	0.0	7.0
Marketplace understanding	7.0	10.0	9.0	9.0
Differentiation from competition	4.0	5.0	3.0	9.0
Differentiation from competition when challenged	0.0	0.0	0.0	9.0
Product/service knowledge	10.0	10.0	10.0	10.0
Discuss pricing	3.0	0.0	6.0	7.0
Next steps/next calls	7.5	6.0	3.0	8.0
Exception handling	10.0	10.0	10.0	9.0
Create solution on the fly	7.5	6.0	3.0	9.0
Closing the deal	2.0	2.0	3.0	9.0
Close to the next stage	7.0	8.0	6.0	9.0
Negotiation throughout the meeting	6.0	6.0	10.0	9.0
Price negotiation skills	0.0	3.0	0.0	8.0
Personnel (this person)	127.5	130.0	142.0	200.0
Percentage	47.4	45.9	49	62.8



Personal Development Guide			
Team:	Name:		
Points: 121.3	Max no of Points: 250	Percentage: 48.5%	
Areas for Development 0 - 40%	Average 40+ - 55%	Above Average 55+ - 75%	Strength 75+ - 100%
<ul style="list-style-type: none"> Set agenda Agendas Company background Match customer pain to the offering Sales Value / Report flow Discuss price Marketplace - who is leading DM in relation to competitors 	<ul style="list-style-type: none"> Qualification Specify client needs Use in meeting pain Case study Close to the next stage 	<ul style="list-style-type: none"> Meeting preparation Introductions Sales person's conduct Company offerings Product/service knowledge Create solution on the fly 	<ul style="list-style-type: none"> Personal presentation Report Meeting management Position company Next stage/closes Negotiation throughout the meeting