



Selling Skills

PROGRAM FEATURES

- *A two-day program*
- *Integrates insights from the Caliper Profile*
- *Learning approach is tailored to the needs of each individual*
- *Includes in-seminar coaching*
- *Follow-up activities ensure success*

Why are some salespeople so successful, while others, who seem to work just as hard, get nowhere? What is it that makes the difference? Good listening skills? Persuasive ability skills? A strong service orientation? The capacity to follow through? How rejection is handled? All of these qualities contribute to a salesperson's success—or failure. And if you're going to send a sales team for training, shouldn't that training target the specific areas where they need help? • **This is the premise behind Caliper's Selling Skills Program.**



OUR TRAINING IS AIMED AT IMPROVING EACH INDIVIDUAL—SO THE TEAM AS A WHOLE CAN PERFORM MORE EFFECTIVELY.

By linking an individual's behavioral traits with his or her performance potential, we are able to develop a customized selling program tailored to their specific areas of developmental need. This is far more effective than simply giving a salesperson general "sales training" that may have little to do with the issues they are currently facing.

Caliper's approach to learning breaks away from the same old "off the shelf" instructional models and instead delivers a program that will have a lasting impact on your sales efforts.

Caliper's Selling Skills Program makes sure that the time spent in training is valuable—focused, targeted and practical. We link each individual's abilities with an understanding of what it takes to succeed in your sales environment. What are your sales goals and objectives? What is your company's sales culture? What is your customer profile? Do you want a strong hunter and cold-caller? Or someone with a strong service orientation and relationship-building dynamics? All of these factors are taken into consideration.

We start with a comprehensive understanding of every participant's current sales performance, as well as their potential for improvement. These insights are gained from our in-depth personality profile, as well as objective evaluations from key colleagues, including managers and peers. Then, in a classroom setting, our coaches work with each participant to create an individual developmental program. In this way, we know what is possible, as well as how to get there. Our training is aimed at improving each individual—so the team as a whole can perform more effectively.

We also follow up after classroom training is complete to ensure that positive changes have been made. These follow-ups can include meetings and telephone consultations, which help reinforce the improvements that have already taken place.



Caliper Learning also has built-in flexibility, so it can be used by smaller companies with a limited sales staff as well as large organizations who are looking to improve their overall sales numbers.

Learning is only effective when it results in permanent change.

And real change can only take place when individuals know exactly how to go about improving their performance.

We know how to make that happen.

Caliper's approach to learning gives people the knowledge, the coaching and the plan they need to improve performance and make lasting changes.

Give your employees the insights into themselves they need to unlock their potential and succeed.

Our Caliper Learning series is one of many programs we offer to help your employees maximize their contributions to achieving the goals of your organization. Caliper offers customized solutions in Hiring, Employee Development, Team Building and Organizational Development.

About Caliper

Caliper helps companies achieve peak performance by advising them on hiring the right people, managing individuals most effectively and developing productive teams. The accuracy, objectivity and depth of our personal consulting approach enables us to provide solutions that work for over 25,000 companies.

CALIPER

Solutions for peak performance.

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