

# Increase Sales Team Performance

*Hire, Train, and Develop Your Sales Superstars*

**LePhair**  
ASSOCIATES



Using advanced employee assessment information combined with customized training and coaching programs and tools, we provide the complete people performance solution for organizations looking to build and maintain a high performance sales culture and increase the effectiveness in business development and customer service team performance.

Our integrated and modular development approach includes:



## **Hire the Right Talent!**

Evaluate for fit to specific sales positions (both new and existing employees considering career changes) based on job match to a performance model (success benchmark) and determine development opportunities.



## **Develop the Right Skills!**

Increase the productivity and effectiveness of each sales and service professional in the organization through customized training programs with a variety of delivery options.



## **Keep the Learning Alive!**

Our follow through refresher programs, coaching support and coaching tools provides reinforcement that will help keep the sales culture alive.

*Your Complete People Performance Solution*

To learn more about the results that you can expect or to arrange a free trial and consultation, contact us at: [info@lephairassociates.com](mailto:info@lephairassociates.com) or call 905-509-2717.

**[lephairassociates.com](http://lephairassociates.com)**

## Hire the Right Talent!

Our PXT Select Sales Reports help leaders identify the best candidates to build productive business development teams. This assessment is not just a re-purposed personality test, it measures for fit to specific sales positions based on job match to a performance model. It includes measures on 8 critical sales practices plus cognitive abilities, behavioral traits and interests. It provides relevant insights about your people today, and what they can achieve in the future.

- Create company customized success models based on your most successful sales and service people today and/or a large database of reference material from other successful individuals in the same profession.
- Avoid hiring mistakes by identifying profiles that match your current top performers.
- Measure the degree to which members of the team connect with their work and feel committed to the organization and its goals.
- Identify development needs in order to maximize training and coaching opportunities.
- Increase the performance of existing sales professionals.



## Develop the Right Skills!

Whether in a classroom setting, lunch'n learn or virtual training workshop, our programs focus on the processes, skills and tools necessary to improve the ability to effectively communicate, develop new business opportunities, build relationships with clients, and get results! Each program or workshop is customized to meet the specific identified performance gaps and development needs and include:

- Pre-program development and customization in order to become familiar with the organization at an in-depth level and to incorporate company specific data into training materials and role play scenarios.
- Experienced facilitators who have been business developers and can walk the talk.
- Highly interactive lectures and "doing-it" clinics and role plays with as much as 40% of time devoted to practicing the tools and methodologies learned in the workshop.
- On-going support and program reinforcement for continuity and maximum skill development.



## Keep the Learning Alive!

- Using the individual's Action Plan and Assessment Coaching Reports, our simple yet powerful process ties the skills, strategies and processes learned in training to a participant's action plan and therefore to the results.
- Our Sales Checkpoint 180 feedback tool helps sales leaders evaluate their sales people on universally accepted sales competencies, understand their on-going development needs and align sales priorities. The reports provide specific information to support better coaching and communication leading to higher sales productivity and job satisfaction.
- Ensure on-going accountability and employee development through a company customized Sales Playbook providing a reference tool for new and existing employees.

