

SPQ⁴: SELLING TO THE POWER OF Q4™

Learn proven skills that unleash your salesforce's power to influence customers.

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In today's marketplace, it's a challenge to maintain a competitive edge. How do you retain market share, build loyalty, and promote your advantages if customers find it difficult to perceive meaningful differences from competitors? Buying decisions often come down to how customer-focused your salespeople are.

SELLING TO THE POWER OF Q⁴ (SPQ⁴) offers your salesforce proven skills that unleash their power to influence customers dramatically. SPQ⁴ helps build strong customer relationships for withstanding market forces, a turbulent economy, and competitive pressures.

With 50 years of leadership in sales skills development, Psychological Associates offers this sales development process in the most convenient format, with minimal time away from the field.

HOW IT WORKS

The "Q4" in SELLING TO THE POWER OF Q⁴ is a method of identifying and categorizing customer behavior so your salespeople can respond in the most effective way to meet customers' individual needs:

Phase I: Strategic Direction

SPQ⁴ begins by helping your organization clarify its strategic direction.

Articulating your overall sales strategy helps ensure that subsequent skill development and sales efforts are aligned with that strategy. This phase continues with computer-based surveys among all levels of your sales organization to determine the developmental requirements that are crucial to your success.

Phase II: Skill Development

Online. Both sales managers and salespeople learn the core skills of SPQ⁴ through convenient, online learning. Lively, interactive modules use cases, driver's seat scenarios, quizzes, and animation to keep participants involved. The self-paced learning does not interfere with day-to-day selling responsibilities.

Sales managers also participate in this segment for more effective coaching in the field. Then, they confer with each salesperson in choosing a challenging real-life customer case in line with your organization's overall strategic direction. Salespeople will develop this case in the workshop.

Workshop. Managers attend a one-day workshop to strategize ways to help their salespeople apply SPQ⁴ skills. Salespeople attend a two-day workshop to plan strategies and practice their real-life case. Armed with feedback, practical sales tools, skill practice, and an action plan, they will return to the field ready to move that customer along in the sale. Post-participation closing rates average 80 percent.

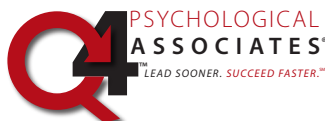
Phase III: Ensuring Outcomes

SPQ⁴ also includes a post-workshop survey process to help ensure success not only with the real-life case, but for all future sales efforts. SPQ⁴ offers a way to sell for achieving continuing results.

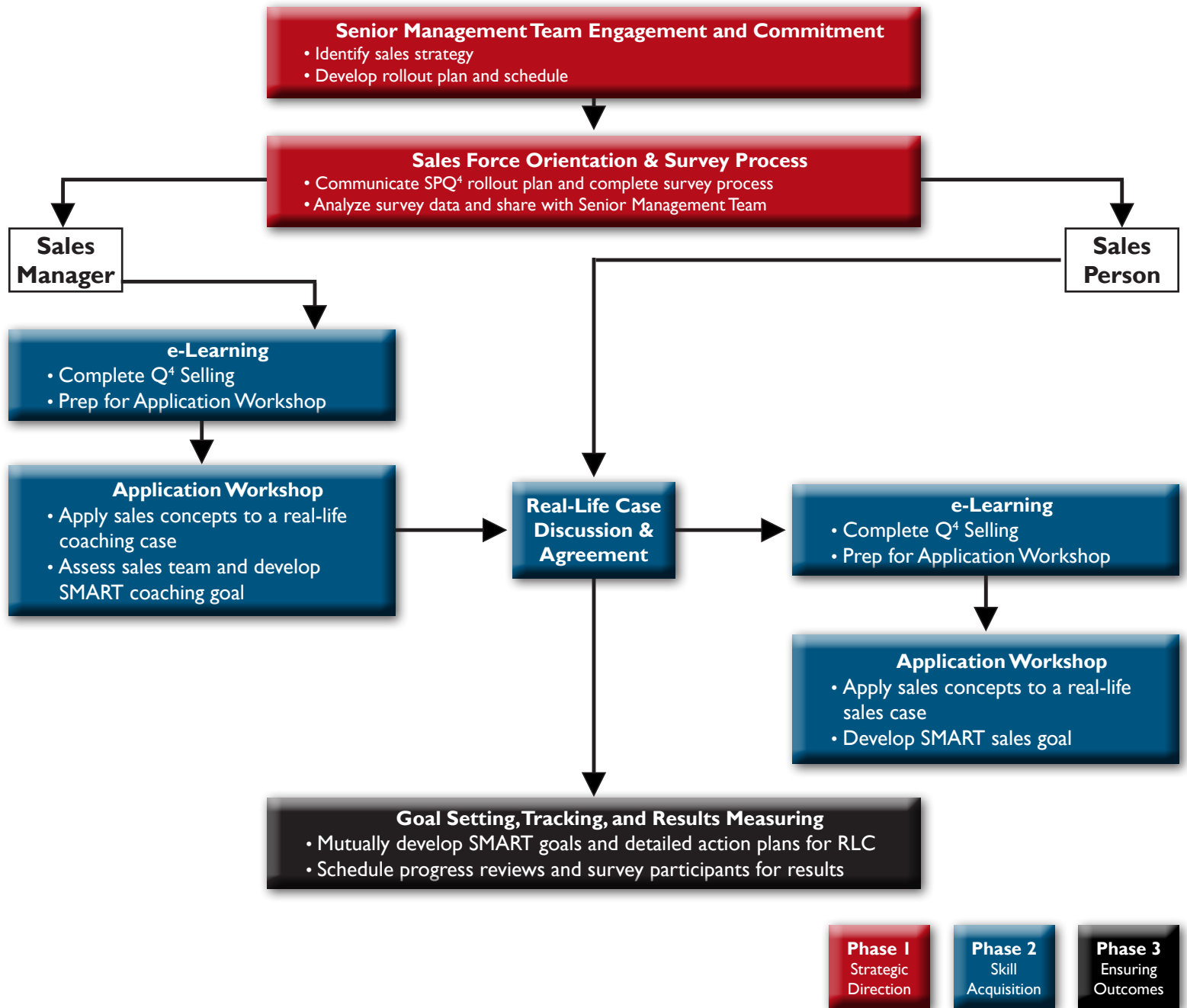
PERFORMANCE ADVANTAGE

SELLING TO THE POWER OF Q⁴ features these key differentiators to help ensure success:

- Gets your entire sales team pulling in the same direction around achieving your corporate sales strategy
- Delivers customer-focused selling skills to develop satisfying, long-term relationships that withstand competitive pressures
- Offers blended learning, the most convenient method both to learn and practice skills
- Introduces complete sales manager involvement, rarely offered in sales development programs. Studies show that salespeople increase their productivity 88 percent when their managers are part of applying learning
- Features a real-life customer case to reinforce newly learned skills and help ensure follow-through in applying SPQ⁴ to selling successfully.



SPQ⁴ VISUAL WORKFLOW



SPQ⁴ AT A GLANCE

- Both the sales manager (left) and the salesperson (right) participate in online learning and respective workshops to bring the SPQ⁴ concepts and skills directly into real situations.
- Note that sales managers complete the online modules and managers' workshop *before* their salespeople begin SPQ⁴ (left). This allows managers to conduct a knowledgeable discussion (center) about choosing a real-life case and setting goals before

salespeople participate in SPQ⁴. By connecting development with manager interaction and real-life sales, SPQ⁴ increases effectiveness and long-term impact.

FIND OUT MORE

To learn more about SELLING TO THE POWER OF Q⁴ and how it can be tailored to your sales organization's needs, contact Psychological Associates.

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