



PRODIRECT

leveraging sales talent

Introducing Sales Talent Management™

Introducing ProDirect

Founded in 1999, ProDirect is a Sales Training and Coaching firm dedicated to helping companies leverage their sales talent. Our firm blends training, coaching, development planning and reinforcement to help clients achieve results they can feel.

Led by seasoned sales professionals, we work hard to transfer our capabilities to our clients. Our Sales Talent Management approach is strategic, highly-interactive and features a reinforcement process that cements key learnings while addressing vital sales challenges.

ProDirect serves clients in The Fortune 500, emerging growth companies and non-profit organizations.

I invite you to learn more about us.



Bill Walton, President



Challenges Facing Management

Companies are facing serious challenges in attracting, motivating and retaining exceptional sales talent. More than 50% of companies are not hitting quota and over 60% of salespeople are actively looking for jobs at any given time. Plus, Sales Managers are in a constant struggle to balance a results-now mandate with the need to foster lasting client relationships. Did you know...

9 out of 10 salespeople want job coaching yet less than 4 in 10 receive it?

ProDirect works with Sales Managers to coach and mentor your people. Companies supporting ProDirect's Sales Talent Management™ approach are seeing an increase in profits by over 30% in just a few months.

It costs one and a half times annual compensation to replace a top performing salesperson?

We can help your organization retain your star performers while providing critical skills that move entire sales forces in the right direction.

90% of sales opportunities don't close as forecasted?

Using ProDirect's Sales Talent Management™ approach, we can help your people know exactly where they are in the sales process and what they need to do to close the sale.

“ We engaged ProDirect for Sales Talent Management for their strength in working with all levels of Sales aptitude and performance. With everyone having a plan for their own development, we built a Sales Forecast with high expectations.

Our people and ProDirect delivered in a big way.”

*-Joseph G. Schultz
Senior Vice President*

Prudential Financial



Introducing Sales Talent Management™ ProDirect's Proven Approach

Sales Talent Management™ (STM) is a results-producing process that develops salespeople in a way that ensures an organization can sustain the execution of its business strategy.

STM helps sales executives assess and manage the potential of their sales talent while providing unique training and coaching opportunities to close critical skill gaps. ProDirect works with clients to align their sales process with how buyers buy and supports them with proven training and reinforcement to drive sales from every talent segment of the sales force.

Our STM methodology fosters a culture that puts everyone on the sales team. You'll find it easier to attract and retain the best sales talent while empowering your sales team to operate as true sources of business value to their customers.

“ProDirect worked diligently to understand our business model before engaging us as individuals. The coaching and insight they provided us has fostered better interaction between us and our clients.”

*- Bob Lambert
SVP Sales
Cendant Car Rental Group*



“In working with ProDirect, we found a sales training partner who really listens to our needs. ProDirect sat down with us in advance to create training that challenged us and improved skills we needed NOW.”

*- Tracey Shank
Director of Sales
American Century Investments*

ProDirect's Approach to Sales Talent Management™ incorporates ongoing reinforcement to ensure newly acquired skills become real.

ProDirect supports STM with a real plan for managers and salespeople that's easy to execute.

ProDirect's STM approach is used by some of the most forward-thinking companies:

Financial Services

- American Century Investments
- American Express
- Bank of America
- Citigroup Asset Management
- Merrill Lynch
- Nationwide Financial
- Prudential Financial
- Putnam Investments
- UBS

Media

- America Online
- Spectra Marketing
- Viacom

Manufacturing

- Exopack
- Formosa Plastics
- Huber + Suhner

Consumer Products

- CAS Americas
- Lenox
- L'Oreal
- The Great Atlantic & Pacific Tea Company

Business to Business

- American Water
- Cendant Car Rental Group
- Claims Resource Services
- Deloitte
- IDT
- SAS

Pharmaceutical

- Boehringer-Ingelheim
- MedPointe
- Janssen
- OrthoBiotech

STM Successes—Client's Perspective

Prodirect delivers custom solutions that get results. Here are a few client examples:

■ Fortune 500 Asset Manager:

In 7 months, achieved 190% of gross/150% of net sales goal and in 9 months, grew employee satisfaction from 38% to 73%.

■ HR Benefits Provider:

Coached #6 salesperson to #1 in 12 months. Promoted to Managing Director 6 months later.

■ Mutual Fund Distributor:

80% hit ratio on outbound calls with new ProDirect Elevator Pitch.

■ Global Supplier of Electrical Components:

Doubled Sales volume in 6 months.

At ProDirect, we're business people first, sales trainers second.





Other Support for Sales Talent Management

ProDirect's additional capabilities

Never Make a Cold Call Again™

91% of cold calls never find their mark. Move beyond cold calling and create mutually rewarding relationships over the phone. ProDirect helps you never make a cold call again. Features the ProDirect Online Reinforcement Center from COHERE®

The 90-Day Dash™

In business, anyone who is someone is not easy to reach. On average it takes 6-7 touches to reach a key prospect - most salespeople stop at 3. The 90-Day Dash™ is a 12-week client acquisition program guaranteed to generate a 20% increase in qualified new relationships.

Meaning More to Clients System™

To mean more to clients, salespeople need to know more. Supported by the ProDirect Branded Sales Process, this consultative selling skills program focuses on selling that's in synch with a buyer-driven interaction process. Sellers learn to target, approach, and develop prospects in a way that builds buy-in at every turn.

Strategic Account Management

Value is in the eye of the beholder. In an era of blurred product differentiation, companies must go further to create value for clients as they define it. ProDirect helps companies take a strategic approach to client growth and retention. Supported by the ProDirect Account Planning toolkit, this program is perfect for sales, service and dedicated account teams that interact across a client enterprise.

Sales Manager Forum

Sales Managers today find themselves in the midst of a paradox; the need to satisfy a "results now" mandate while developing people over time. ProDirect helps Sales Managers create greater loyalty, and thus performance by coaching around a proven sales process. For Sales Managers, they learn that what they say is not half as important as when they say it.



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