



# IMPROVING SALES PERFORMANCE

**At Richardson, we help organizations around the world to improve their sales performance. We are a recognized and award-winning leader in salesforce consulting and training, with more than three decades of expertise woven into a Sales Performance System that delivers results. With this system as our framework, we are able to truly customize the guidance and training curriculum we deliver to clients, addressing each organization's unique needs, culture, and circumstances.**



**Learn More: Contact the Richardson Team at 215-940-9255**



## Sales Performance System

The Richardson **Sales Performance System (SPS)** is a proven end-to-end and integrated solution that allows a sales organization to improve skill, change behaviors, and drive results across all aspects of its team. Specifically, the SPS **ensures the readiness** of your sales organization and the talent within it; **provides the platform for skill and process improvement** through comprehensive learning and development curriculum; and makes available the coaching, reinforcement, and CRM-enabled tools **necessary to achieve sustained performance improvement**.



### Readiness:

To sell more, you need more of the right people in the right places, and they need more of the right skills and behaviors. Rely on Richardson for a full diagnostic review of your sales organization and its processes to identify gaps and bottlenecks that interfere with your potential to succeed.

- **Structure and processes:**  
Richardson customizes its recommendations to fit your culture and objectives, helping to instill a disciplined sales process and developing key performance indicators that allow you to track progress over time.
- **Talent and performance:**  
From new hires to newly promoted managers, seasoned reps to senior management, your team members' skills and competencies can be assessed, mapped, and profiled to give you predictive measures of performance.



### Development:

Performance is where theory meets practice, and Richardson helps organizations at every step in the sales process.

- **Generate opportunities:**  
The skills and strategies we focus on enable professionals to be more effective in setting strategies, targeting prospects, managing time, and networking.
- **Win opportunities:**  
From consultative selling skills to creating cross-selling opportunities, Richardson helps professionals hone their abilities at every step in the sales dialogue with prospects.
- **Manage relationships:**  
With a collaborative approach, and partnering across teams, sales professionals learn to leverage their efforts to strengthen ties, build loyalty, and gain greater results.
- **Expand relationships:**  
Richardson has helped countless sales professionals to become trusted advisors to their customers and employ new skills to network key accounts, gain referrals, accelerate sales, and reach decision makers.
- **Lead people:**  
We train leaders to be more than role models; they learn to set the direction ahead, motivate their people, and become passionate about the growth of their teams.
- **Manage people:**  
Richardson transforms the traditional role of sales manager from boss to coach, freeing more time for the manager and improving the performance of the team and the individual manager.



### Sustainment:

Skills learned in training can quickly become cloudy memories if the training isn't reinforced. Richardson helps embed learning skills and processes into the work stream through coaching, tools, and resources. Lessons learned = results earned.

- **Performance coaching:**  
Through role play and other exercises, sales managers learn to provide behavior-based feedback that elevates the skill levels and effectiveness of their teams.
- **Tools and resources:**  
Richardson can deliver training through multiple channels and tools, which can be blended or used as stand-alone components.
- **Work stream tools:**  
Many of our tools operate within Customer Relationship Management systems to reinforce learning as a part of the work stream, so doing and learning become one and the same.

LOOKING FOR RESULTS FROM YOUR INVESTMENT IN TRAINING?  
CONTACT RICHARDSON TO RAISE THE BAR ON YOUR SALES PERFORMANCE.

## ABOUT RICHARDSON

Richardson is a global sales training and performance improvement company that helps leading organizations improve sales results.

We do this in three ways. We analyze the structure and talent of your salesforce, we train and develop your sales team, and we continue that development through coaching and reinforcement.

Richardson equips your sales leaders and salesforce with the skills and strategies they need to win in today's complex selling environment.

What is unique about Richardson is how we create truly customized solutions that change behavior and provide measurable results.



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