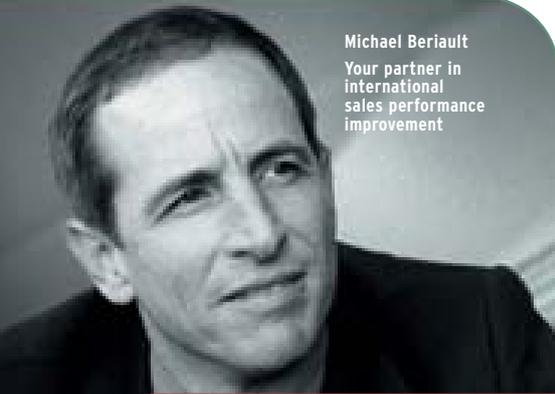




# "Work Smarter before you Work Harder"

Everything you need to know to improve your sales performance in B2B



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Your partner in  
international  
sales performance  
improvement

Are you satisfied with your sales success? Are you increasing your sales and getting good prices? If not, sticking your head in the sand and waiting for better times is not an option. However, working harder is also no guarantee that things will get better.

There are many alternatives that are available, but how can you know what intervention will bring you the greatest Return-On-Investment? "Work Smarter before you Work Harder" will help you better understand when it makes sense to change something, and make better decisions about what to change and what to do. **The surest way to improve your sales performance!**



The perfect start:

## The Impulse Presentation

Are you looking for an exciting way to motivate your management and team at your next sales meeting? Would you like to spice up your next major event with stimulating ideas to spark your success?

**This entertaining presentation offers new insights that even experienced salespeople can benefit from.**

Should you have more ambitious goals, ask us about expanding this into a workshop for you and your team.



Take it to the next level:

## The Workshop

Have you gotten to the point that you need to do something and you want to do it now. However, you want to avoid a knee-jerk reaction that will only waste your time and money. Then the workshop is an ideal option for you.

**You and your team will focus on the topics that will help you the most. We will support you in exploring ideas that fit exactly your situation, and developing action plans that can be implemented immediately.**

Your team will be much more motivated because they will be contributing their own ideas. During the implementation you can better recognize where the team needs to improve skills and competencies. This will help you to avoid planning unnecessary trainings and choose only interventions that will generate a Return-On-Investment.

Work Smarter!

## You will learn how to:

- Prioritize your options so you will make better decisions
- Identify the key customer interactions that contribute the most to your sales success
- Build better relationships with the right people
- Gain the "hard-to-get" information that will help you the most
- Use Key Performance indicators (KPIs) that will move you directly towards your success
- Identify the right/best competency development goals
- Ensure long-term behavioral change
- Use your resources more efficiently
- Improve your team's morale and enthusiasm

"Work Smarter" is built upon the foundation of the **Peachtree - Power Pyramid®**

This is a model for maintaining a holistic and balanced approach to sales performance improvement.

