

# Continue-Start-Stop Selling Techniques

Maintain sales morale  
without reducing margins



PREFERRED TRAINING  
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**T**his program is designed to boost margins on sales. It reminds your sales team that your company needs to make margins and dissuades sales people from eroding these margins in the name of customer service, loyalty, bulk discount or whatever other term they use.



Many sales programs are too complicated with no lasting behavioural change for your sales team. Continue-Start-Stop Selling Techniques could not be easier to implement and is a proven methodology. At the conclusion of the program you will have an action plan of what activities and behaviours will be continued, started and stopped.

*At the conclusion of this program your sales team will be able to:*

- Understand the importance of margins
- Differentiate your products and services
- Negotiate better deals using NLP techniques
- Embed solution based selling techniques
- Understand the psychology of buyer behaviour and sales behaviour
- Build congruent action plans between senior management and sales teams
- Communicate more effectively internally and externally to reduce waste
- Agree segmentation and targeting parameters
- Mirror excellent service levels with profitable customers
- Creatively look for opportunities to increase customer loyalty
- Agree and roll out your Continue -Start-Stop action plan



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# Case Study

Continue Start  
Stop Selling  
Techniques



## Case Study

A Fortune 500 office automation and IT organisation decided to increase its shrinking margins. This could only be achieved through changing the behaviour of their direct sales team who focused traditionally on increasing the revenue results to increase commission earnings. Healthy commissions often resulted in eroded margins due to the practice of discounting / price reduction incentive selling. After the Continue-Start-Stop Selling Techniques program, the following steps were taken to change the behaviour of the sales team.

*The following steps were weighted, agreed and implemented.*

### Continue

1. Targeting top 100 key account base
2. To apply solution based selling techniques via the use of the strategic selling blocks
3. To move from transactional selling to relationship selling

### Start

1. A commission plan rewarding 50% revenue target attainment and 50% margin target attainment
2. An immediate sales training for the 60-80% of the team who are below 80% of their budget with weekly, monthly and quarterly prospect review sessions. The whole sales team to improve reporting to pursue the "what gets measured gets done approach"

### Stop

1. Sales people spending 80% of their time behind their desks. The ratio should be 20% office and 80% field activity with their customers.
2. Accepting activity levels which are below the KPI target numbers
3. The sales team caretaking unprofitable accounts

## The Nuts and Bolts

This program can be conducted as an in house training program.

### Guidelines

- **Group Size:** An ideal group size is 5–9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your office. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** The duration of this program can be tailored to meet your requirements.
- **Cost:** Upon request.
- **Target Audience:** Senior management, sales management and sales teams.

### Look at what you receive within 24 hours at no cost:

- a program outline
- a bio of a proposed trainer, with a proven track record training sales teams
- training cost
- possible training dates (if requested)

### Contact us today

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