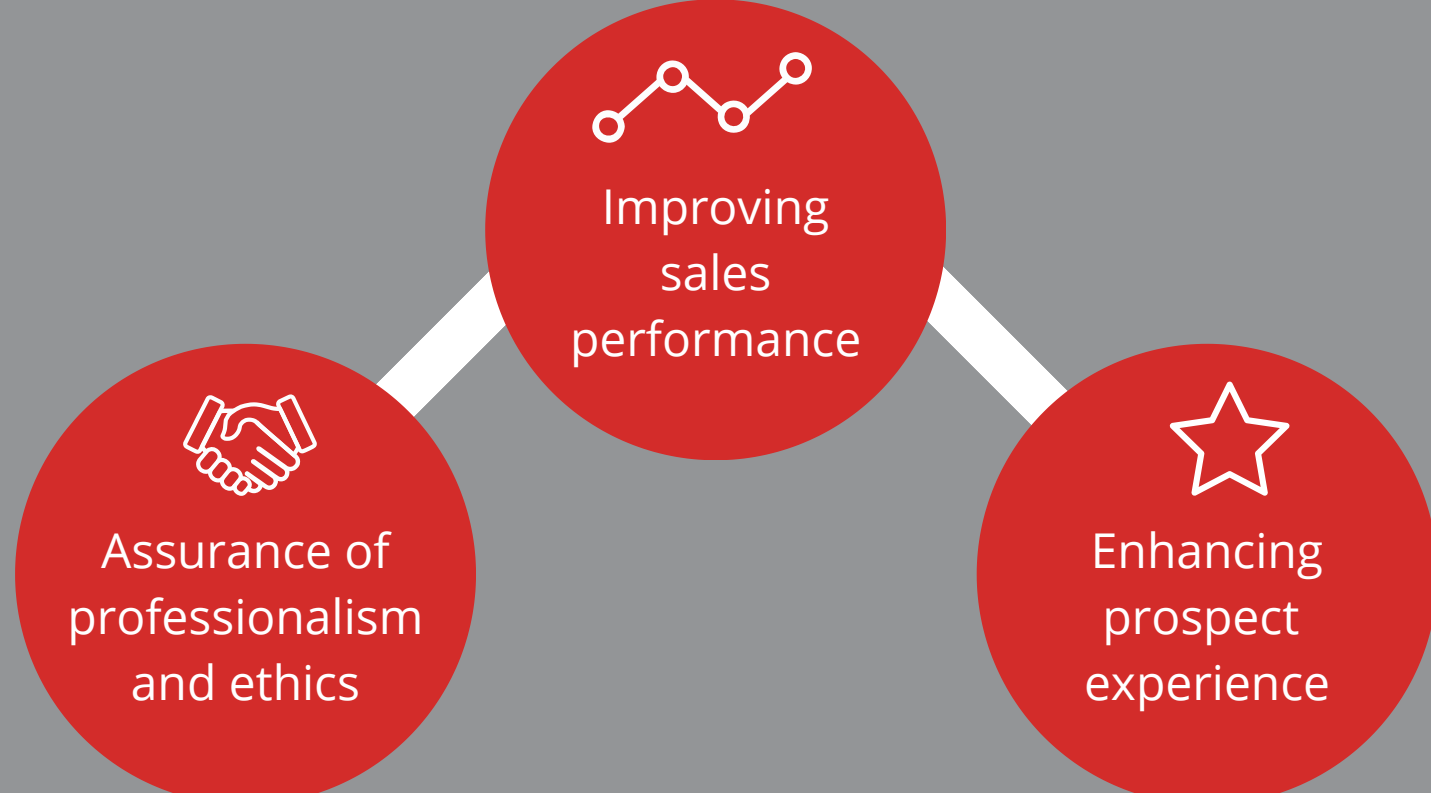


ANSWERS: IS IT TIME TO CERTIFY SALES PROFESSIONALS?

Our 2020 eBook presents the concept of certifying sales professionals as a means of:



We examine the following:

WHAT'S AT STAKE?

56%

Bottom line: SALES. Did you know that **56% of all sales professionals expect to miss quota in 2020?**

WHAT'S MISSING?



We explore **5 key initiatives** that sales organizations should invest in and the almost 20% sales improvement they should see.

IF IT'S BROKEN—FIX IT!



We examine two areas organizations can easily address:

1. Lack of a proven and predictable sales process
2. Less than effective sales practice performance levels among their sales team

To achieve effective sales practice performance levels, the missing elements are usually **retention and utilization** of the new training content/processes.

WHAT'S THE SOLUTION?



Measuring and comparing pre- and post-training initiative performance levels for each sales person in the context of a **certification program**.

Certification implies that a level of performance or competency has been attained. A certified sales professional has been observed and measured while performing acknowledged best sales practices and processes for his/her industry and target market(s).



**So, is it time to certify sales professionals?
We say yes.**

- Immediate results
- Measurable results
- Sustained results
- Customized to each organization
- Live coaching component
- Reinforced over time