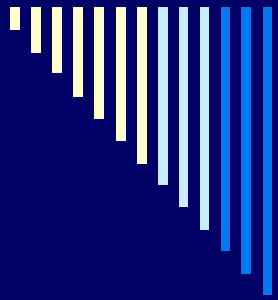


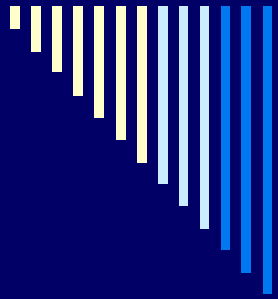
Twenty Top Trends For Increasing Contract Training Sales

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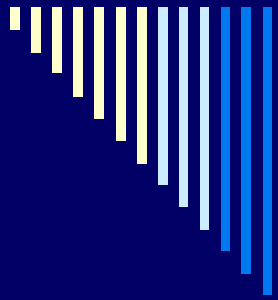
Trend #1

- Sales staff must be proactive rather than reactive to land the larger key accounts
- Many colleges today are still reactive
- Understand the economy
- Proactive sales calls target the right company with the highest potential for repeat business



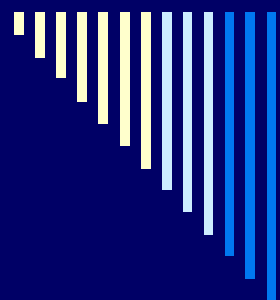
Trend #2

- *Colleges are starting to look at commissions or bonuses for their sales staff*
- This incentive includes a base salary and % of sales after a specific goal is reached
- Some high performing colleges are giving commissions



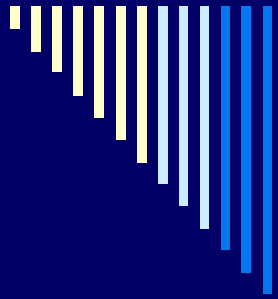
Trend #3

- There will be a larger demand to measure ROI on workforce training
- Some colleges are beginning to measure hard and soft skills ROI.
- Some offer this free
- Others charge
- Not all programs should be measured



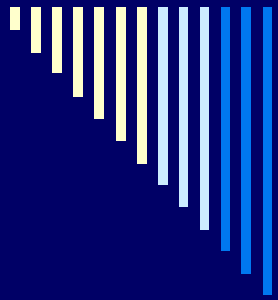
Trend #4

- High performing community colleges will have a commitment to workforce training by senior leadership
- Successful workforce development areas have the full support of the President, VP, Deans and Board
- Obtain tools they need including registration systems
- Those not supported report they are a “step-child” or shadow college



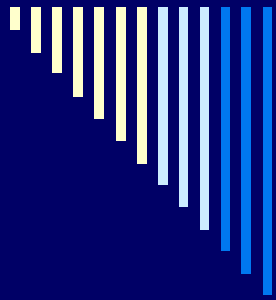
Trend #5

- **Successful Centers will utilize solution selling rather than order taking**
- Solution Selling is probing for need and writing a solutions-based proposal to meet that need
- Order taking is scheduling a class next Thursday with no questions asked



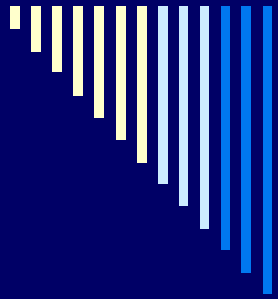
Trend #6

- The solution will be tied to the mission, vision, and values of the company with reinforced outcomes
- When the sales call is targeted to the C level of the organization, the results and the solution more clearly align with the mission, vision and values of the company.



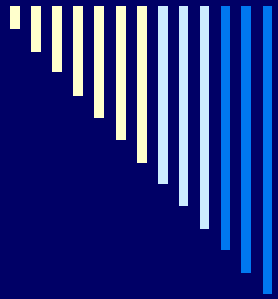
Trend #7

- Team selling will be more popular and utilize areas of expertise to “upsell” the customer
- To save time and target information, the Program Manager may take a SME or other Program Manager to the sales call.
- Strength in numbers



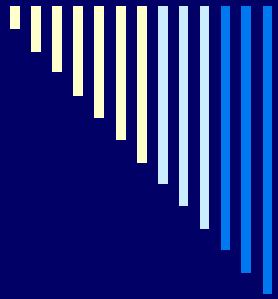
Trend #8

- **Contracts are priced to make a profit**
- Pricing should cover expenses and show a 40-50% retained revenue
- Bundled pricing slows “sticker shock” with vendor books
- Compare competitor pricing



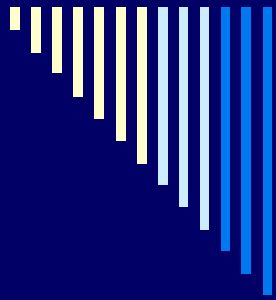
Trend #9

- *Successful Centers have a three-year plan and “sell” themselves to senior management*
- Show goals and roadmap
- Group and individual goals
- Hold people accountable
- Senior Management knows and understands your plan for “buy in”



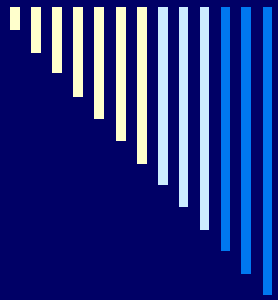
Trend #10

- **Sell large Key Accounts rather than many small accounts**
- Key Accounts are prime for long-term business
- Have a budget
- Need for your products
- Larger dollar volume
- Trust
- Referrals



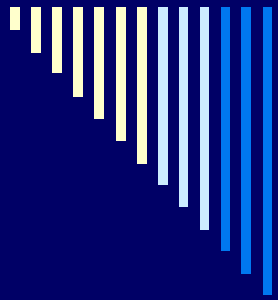
Trend #11

- **Sell Performance Consulting Solutions rather than only thinking about selling training**
- Training isn't always the answer
- Uncover need for internal consulting for process change
- Larger contracts
- Makes a large difference in the organization



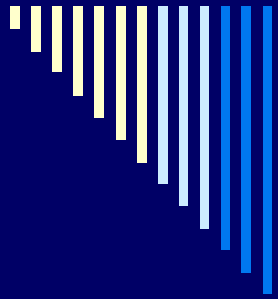
Trend #12

- *Colleges are getting better leads by doing upfront research before approaching the company*
- Company website
- Google.Com
- Google Alerts
- Yahoo.Finance.Com
- Hoovers.Com
- Hoovlane.Com
- Jigsaw.Com
- Proquest. Com



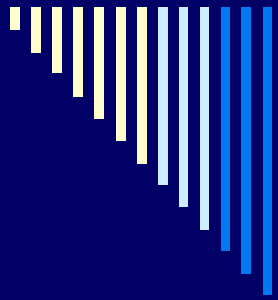
Trend #13

- Shorten the sales cycle by using Success Indicators in the proposal
- Probe for need
- Ask what the customer wants to accomplish with the training or consulting
- Feed Success Indicators back in the proposal
- Close faster



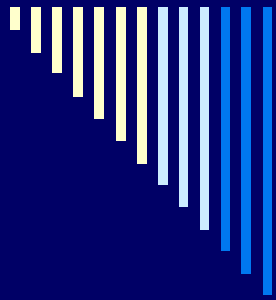
Trend #14

- Create a fulfillment team for the handoff from the sales person
- Sales person takes prospect to close
- Hand off to fulfillment for logistics
- Sales person off making more sales
- Stays in the loop to check results and make future sales



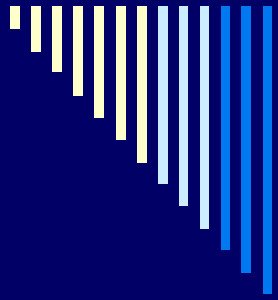
Trend #15

- **Sell your core business**
- Sell what you do best
- Don't promise unless you can deliver
- Selling outside your core business takes longer and reduces the chances for closing
- Track your business in a CRM



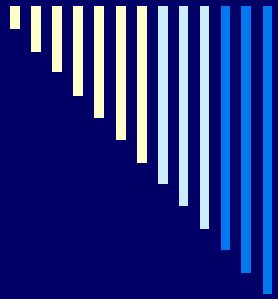
Trend #16

- Structure properly and get the right people on the bus
- Clear expectations and job descriptions
- Great interview processes
- Reorganize when needed
- Agility to hire and fire when needed
- Open communication and conflict management



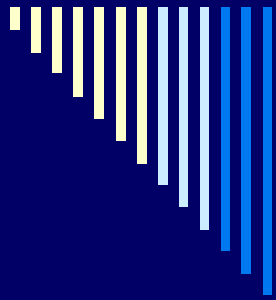
Trend #17

- **Sell what your customers want**
- Ask them!
- Lean Manufacturing
- Going Green
- Succession Planning
- Pod Casting – 15 min. training for nurses
- Coaching for behavior changes
- Blended solutions in phases



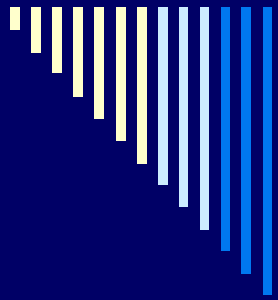
Trend #18

- Sell pilot classes to upper management for buy-in
- Do abbreviated versions of leadership or computer training
- Ask for feedback
- Get buy-in before an entire initiative is rolled out



Trend #19

- Offer a "Showcase" to roll out a new product
- Invite decision makers from area companies
- No charge
- Demo the product
- Give the manual
- Have food
- Follow up, follow up, follow up



Trend #20

- Attempt to "Run It Like A Business In An Academic Atmosphere"
- Support from senior management
- Right registration and billing system
- Respond quickly to customer needs
- Makes a profit
- Agility to hire and fire
- Financial goals and accountability



Final Thoughts

- Keep doing environmental scanning to detect new trends
- Listen to your customers and nurture your current ones
- Build your brand
- Proactively prospect and conduct solution selling to the right customers and you will be successful!



For More Information

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