



# The Sales Challenge

The Sales Challenge is a training program that monitors your sales activity (daily, at first, and then weekly) and improves the quality of your sales calls through conference calls, small-group discussions, and webinars. The net result is more & better appointments, quotes, and increased sales. The cost is \$97 per participant per month. Sign up at [www.aspirefor.com/Aspire\\_For/Enrollment.html](http://www.aspirefor.com/Aspire_For/Enrollment.html)

## Month One

A new Sales Challenge begins each month, typically on the first business day. All details of how the Sales Challenge works are explained in the initial 30 minute conference call. Next, participants set a goal for daily sales activity (# of calls). Every day they report their sales activity via the Aspire For website once the work is complete. This promotes a daily commitment to sales. As one participant said recently after two weeks in the program, "I notice a good habit developing!" There are two webinars each month. The first gives **Tips for Growing Sales**. The second improves sales efficiency through **Time Management**. Mid-month, small-group conference calls create an opportunity for discussion regarding common sales inhibitors (voice mail, objections, etc).

### **You'll learn how to:**

- *Be more sales efficient;*
- *Make a higher quality call;*
- *Beat Voice Mail!*
- *Overcome Objections;*
- *Find the right customer;*
- *Sell digital and VDP;*
- *Prospect effectively;*

**Take the Sales Challenge!**

## Month Two

Want more? The second month of the program changes daily sales accountability to weekly sales accountability. Participants check in each Friday by 5pm local time to report their sales activity numbers. In addition, there are two incredibly beneficial webinars. The first teaches participants how to perform **Pre-Call Research** by looking at a client's website and coming up with a better way to end the sentence, "The purpose of my call is..." than "to quote on your work." Profitable orders come from problem-solving, not being the lowest price. This webinar teaches this critical skill. Past Sales Challenge participants have said this is one of the most important lessons in the program. The second conference call tackles the issue of **Voice Mail** and gives ideas for beating this sales inhibitor. The third webinar covers the skill of **Consultative Selling**, a vital part of successful sales.

## Month Three

Want more? In Month Three, weekly accountability continues as do the conference calls. So far, we've worked on the number of calls being made and helped provide tips for making a higher value sales call. What we haven't talked about is a method for prospecting. So, in the first webinar, participants are taught a specific week-by-week system of making sales calls that combines diligence, call quality, creativity and differentiation. It's called **Get Sales NOW!** In addition, subsequent webinars cover **Overcoming Objections** ("Your price is too high" and "We already have a vendor") as well as **Selling Digital and VDP**. Can you see how call quantity combines with improved quality?



### Month Four +

Want more? The fourth month and beyond brings **personal one-on-one coaching** from Aspire For president Bill Farquharson. Discuss your individual sales goals and work on the issues that are unique to you. Goals are set, accounts are discussed, the small-group discussions continue as does the impact on sales growth.

The Sales Challenge is laid out in a 12 week curriculum, seen below. You can stay for one month or continue for all three. Given that the selling cycle can be 3-6 months, sticking around helps you to build momentum through good sales habits and superior sales skills.

## The Sales Challenge Calendar

<u>Week #</u>	<u>Accountability</u>	<u>Event</u>
1	Daily	Initial Conf. Call
2	Daily	Group Webinar—How to Grow Your Sales
3	Daily	Small Group Conf. Calls (general discussion)
4	Daily	Group Webinar—Time Management
5	Weekly	Group Webinar—Pre-Call Web Research
6	Weekly	Group Webinar—Beating Voice Mail
7	Weekly	Small Group Conf. Calls (individual web research)
8	Weekly	Group Webinar—Consultative Selling
9	Weekly	Group Webinar—Get Sales NOW! process
10	Weekly	Group Webinar— Overcoming Objections
11	Weekly	Small Group Conf Calls (general discussion)
12	Weekly	Group Webinar—Selling Digital and VDP

Webinars are kept to 30 minutes with Q&A to follow. Small-group conference calls consist of no more than 8 people and last 45 minutes or so, depending on the amount of discussion generated.

A new Sales Challenge begins each month, generally on the first business day of the month (check the website for specific dates). Yes, the program costs only \$97 per month per participant. Yes, you can quit any time (there is no minimum length of stay). Yes, those testimonials on the website are true. Yes, this program is for selling owners and new reps and veterans and ANYONE looking to increase sales! Any more questions? Call me at the number below to discuss your needs.

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