

# Increase Sales Team Performance

*Hire, Train, and Develop Your Sales Superstars*

**LePhair**  
ASSOCIATES



Using advanced employee assessment information combined with customized training and coaching programs and tools, we provide the complete people performance solution for organizations looking to build and maintain a high performance sales culture and increase the effectiveness in business development and customer service team performance.

**Our integrated and modular development approach includes:**



## **Hire the Right Talent!**

Evaluate for fit to the role and development opportunities, create success models for future hiring and measure employee engagement.



## **Develop the Right Skills!**

Increase the productivity and effectiveness of each sales and service professional in the organization through customized training programs with a variety of delivery options.



## **Keep the Learning Alive!**

Our follow through refresher programs, coaching support and coaching tools provides reinforcement that will help keep the sales culture alive.

*The Complete People Performance Solution*

To learn more about the results that you can expect or to arrange a free trial and consultation, contact us at: [info@lephairassociates.com](mailto:info@lephairassociates.com) or call 905-509-2717.

**[lephairassociates.com](http://lephairassociates.com)**

## Hire the Right Talent!

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Our **Profiles Sales Assessment (PSA)**, **Customer Service Profile (CSP)** and **Profiles Performance Indicator (PPI)** helps leaders identify the best candidates to develop productive business development and customer service teams. These assessments are not just a re-purposed personality test, they are assessments that target learning speed, styles and behavioural tendencies along with team and company fit that impact sales and customer service performance. Real science is at the foundation of these assessments, and they will provide relevant insights about your people today, and what they can achieve in the future. They will enable you to:

- Create company customized success models based on your most successful sales and service people today and/or a large database of reference material from other successful individuals in the same profession.
- Avoid hiring mistakes by identifying profiles that match your current top performers.
- Measure the degree to which members of the team connect with their work and feel committed to the organization and its goals.
- Identify development needs in order to maximize training and coaching opportunities.
- Increase the performance of existing sales and service professionals.

## Develop the Right Skills!

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Whether in a classroom setting or a lunch'n learn workshop, our programs focus on the processes, skills and tools necessary to improve the ability to effectively communicate, develop new business opportunities, build relationships with clients, and get results! Each program or workshop is customized to meet the specific identified performance gaps and development needs and include:

- Pre-program development and customization in order to become familiar with the organization at an in-depth level and to incorporate company specific data into training materials and role play scenarios.
- Experienced facilitators who have been business developers and can walk the talk.
- Highly interactive lectures and "doing-it" clinics and role plays with as much as 40% of classroom time devoted to practicing the tools and methodologies learned in the workshop.
- On-going support and program reinforcement for continuity and maximum skill development.

## Keep the Learning Alive!

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- Using the individual's Action Plan and Assessment Coaching Reports, our simple yet powerful process ties the skills, strategies and processes learned in training to a participant's action plan and therefore to the results.
- Our **Sales Checkpoint 180** feedback tool helps management evaluate their sales people, understand their on-going development needs and align sales priorities. It provides specific information to support better coaching and communication leading to higher sales productivity and job satisfaction.
- Ensure on-going accountability and employee development through a company customized Sales Playbook providing a reference tool for new and existing employees.

