

BBA® for Sales Professionals

Overview

Building Business Acumen® (BBA®) for Sales Professionals teaches great sales people how to think more like a strategic business person. And strategic-minded business people, who just so happen to be in sales, consistently close the most profitable deals for your organization. In other words, sales people with business acumen are more valuable to your company and to your customers.

Beyond Traditional Sales

The days of sales people that simply carry product information to their customers and carry purchase orders back to the company are long gone. With the advent of the Internet, the “old school” sales approach is irrelevant.

Today’s customers want a trusted advisor - someone who understands their business. They value leaders who can help them clearly see the path forward, a trusted resource who’s there to help them sort through challenges and cut through complexity. Someone who is more consultative in nature and interested in helping them solve their business problems and achieve success.






Lasting Business Relationships

Two simple words, trust and advisor, have combined to become the yardstick by which client-vendor relationships are measured. And smart sales executives are recognizing that their sales reps cannot reach the status of a trusted advisor if they can’t assess a client’s business challenges and articulate an intelligent solution.

In today’s ever changing marketplace, sales professionals have to go beyond features and benefits - their client’s must trust their insight, respect their business savvy, and value their relationship.

Course Objectives

BBA® for Sales Professionals will develop a perceptive understanding of business strategy, and its intrinsic connection to the 5 Business Drivers:

-  **Cash**
-  **Profit**
-  **Assets**
-  **Growth**
-  **People**

Sales reps will gain insights into customer needs and their decision making process, enabling them to inject the right solution or product into the process based on the client’s business strategy and desired outcomes.

Sales reps will learn how to advise customers on the financial impact of their decisions, and how to look at their client’s business from the CEO’s point of view. In short, they’ll learn how to use their business acumen to become a trusted advisor.

Results

BBA® for Sales Professionals is not an intellectual exercise. Each participant will design an Action Plan and partner with a mentor to ensure that their knowledge is transferred into the workplace.

This feedback and follow-up process ensures that your sales reps practice and perfect their business acumen over the long run; creating more value for your clients and your company.



“The sales training went very well. I’ve received comments that it is the best TELUS training and the most meaningful they have had.”

Terry Nemeth

TELUS, Vice President, Sales



Contact Acumen Learning to be put in touch with someone who can answer your questions about business acumen training:

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