



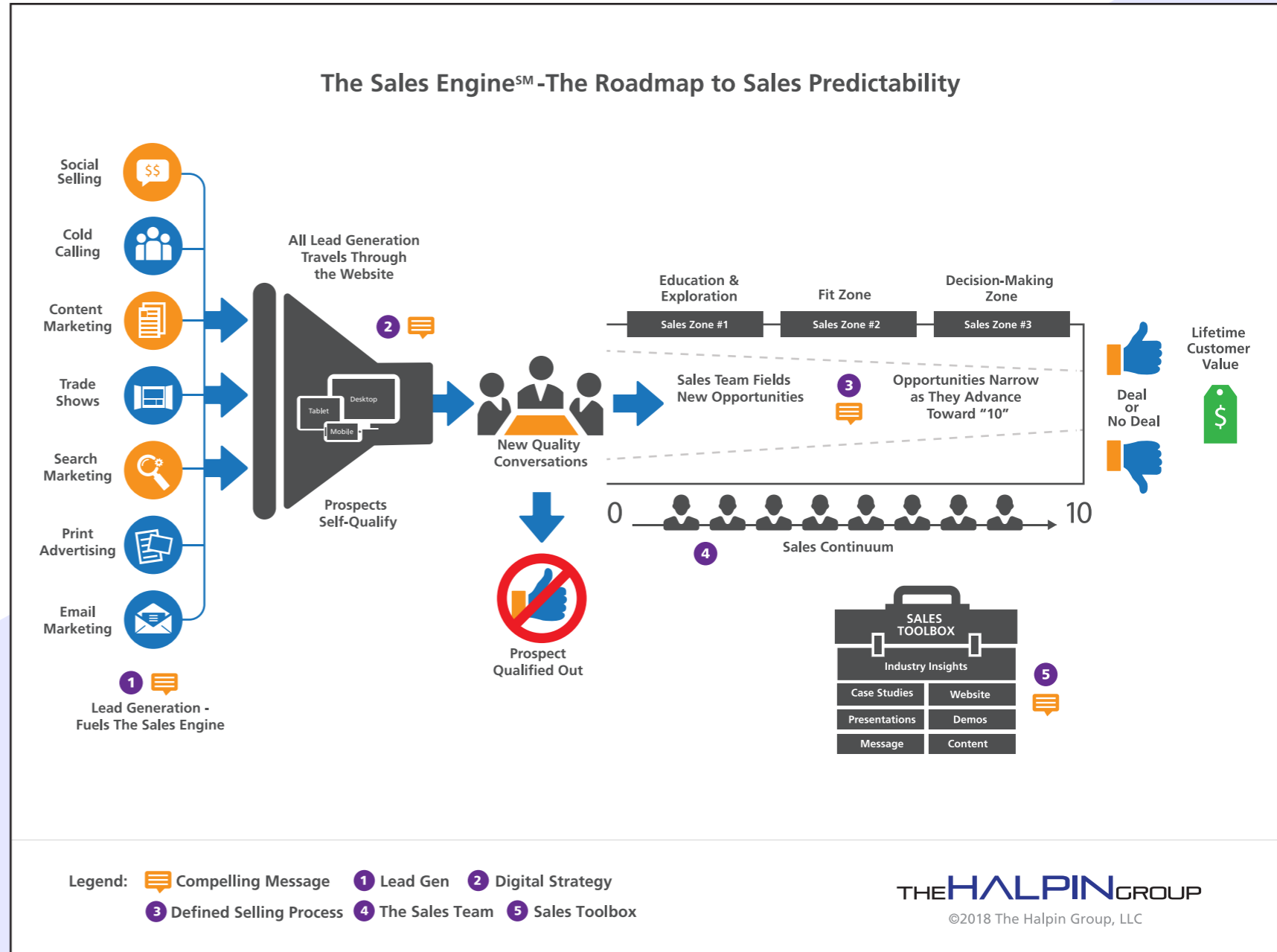
# Program Overview

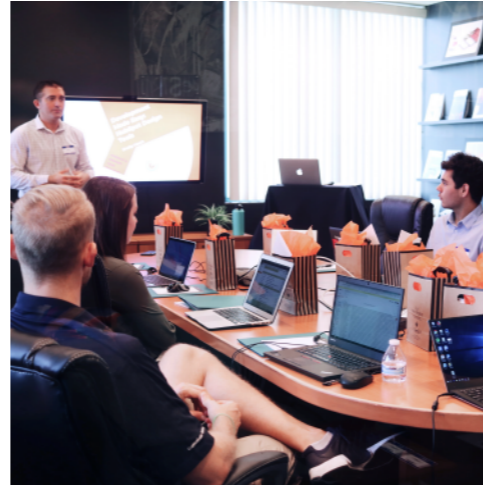
THE **HALPIN** GROUP

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# Why Build The Sales Engine<sup>SM</sup>? How Will My Organization Be Different After Engaging in This 90 Day Program?

- As the sales function is dialed-in, the leadership team will gain confidence to make bold investments in the business
- No longer fear firing toxic customers because the team is on-boarding new customers consistently and the sales pipeline is full of high-quality opportunities
- Sell and market to an ideal customer framework to avoid entering into customer relationships that are a poor fit from the start
- Implementing an irrefutable sales model enables leadership teams to focus on talent optimization and organizational development





## How? Our Process Produces The Following & More

- A deeper understanding of your core buyer personas and their buying journey
- A strong message for the sales team to take into the marketplace
- Clear commercial offers for all verticals and buyer personas
- A complete sales toolbox inclusive of demos, presentations, insights and customer stories
- A digital strategy that provides lead generation, sales acceleration and productivity
- A plan to resource The Sales Engine<sup>SM</sup> to win
- An ideal customer framework
- An aligned, values-driven culture to produce less friction and more flow throughout the customer experience

## What You Can Expect - Our Weekly Process

1. Group Coaching Webinar Led by The Halpin Group -
  - a. Every weekly session focuses on one component of The Sales Engine<sup>SM</sup>. During each session we teach one aspect of The Sales Engine<sup>SM</sup>, check for understanding and prepare for the client's weekly assignment.
  - b. The client is sent a link to complete within 48 hours.
  - c. The Halpin Group reviews the work and prepares for a one hour 1:1 interactive session later in the week.

## Background

The Halpin Group works with clients whose sales process is broken and producing mediocre results. We introduce clients to The Sales Engine<sup>SM</sup>, the roadmap to sales predictability. The Sales Engine<sup>SM</sup> is a business-agnostic, cohesive sales and marketing framework applicable to B2B transactional, consultative and solution-based selling scenarios. Over weekly sessions we break The Sales Engine<sup>SM</sup> into components by conducting educational sessions, check for understanding and then send a link to be completed by the client within 48 hours. The is followed up with a 1:1 interactive phone session (weekly).

Although the 90 day program is focused on The Sales Engine<sup>SM</sup> we also teach clients the impact of culture on customer experience and, ultimately, sales results. We demystify culture by introducing THE standard for teams to aspire to and align around called The Culture of Commerce<sup>SM</sup>. When The Sales Engine<sup>SM</sup> is supported by a growing customer-centric culture, it acts like a force multiplier on the customer experience which feeds customer acquisition, retention and loyalty. In short, The Sales Engine<sup>SM</sup> is unleashed! To firmly cement the impact of culture, we also teach “the culture to avoid” so that leaders grow their ability to quickly recognize and root out The Customer Prevention Culture<sup>SM</sup> prior to their teams becoming diseased.





## Program Overview

### Phase 1 The Sales Engine<sup>SM</sup> - The Roadmap to Sales Predictability

The Sales Engine<sup>SM</sup> Group Coaching Engagement with The Halpin Group is made up of the following content and can be delivered through Group Coaching, 1:1 Coaching or a Custom Engagement.

Session #1 Program Overview

Session #2 Establishing Buyer Personas/Understanding Your Customer's Journey

Session #3 Rock Your Message

Session #4 Lead Generation/Digital Strategy

Session #5 The Sales Team - Fund it or Fail It!

Session #6 The Sales Toolbox

Session #7 Defined Selling Process

Session #8 Directed Conversations & Active Listening

Session #9 Content Marketing - Showing People You Can Walk the Talk

Session #10 Meaningful KPIs - Gauging Performance of The Sales Engine<sup>SM</sup>

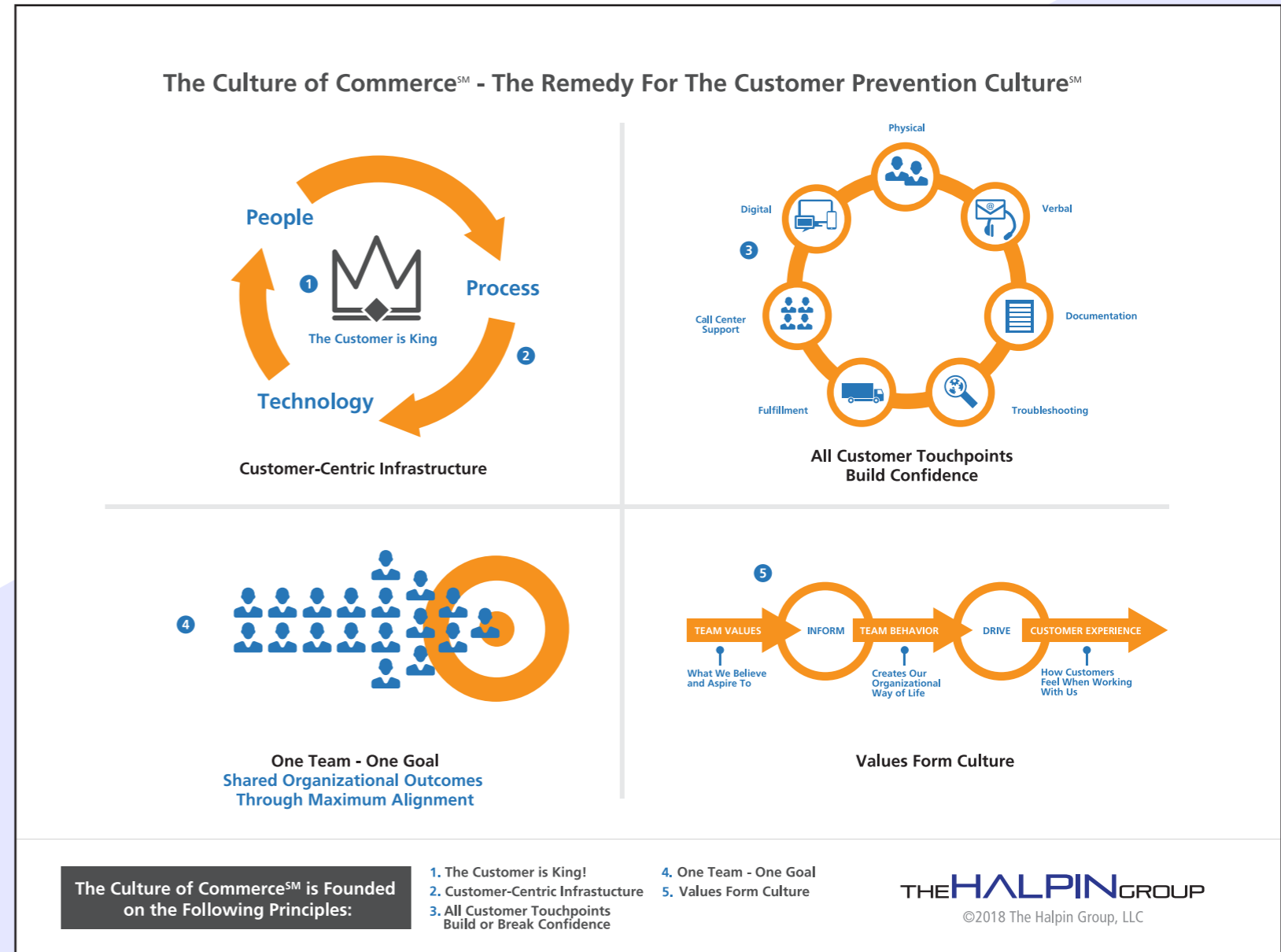
Session #11 The Customer Prevention Culture<sup>SM</sup> and its Remedy, The Culture of Commerce<sup>SM</sup>

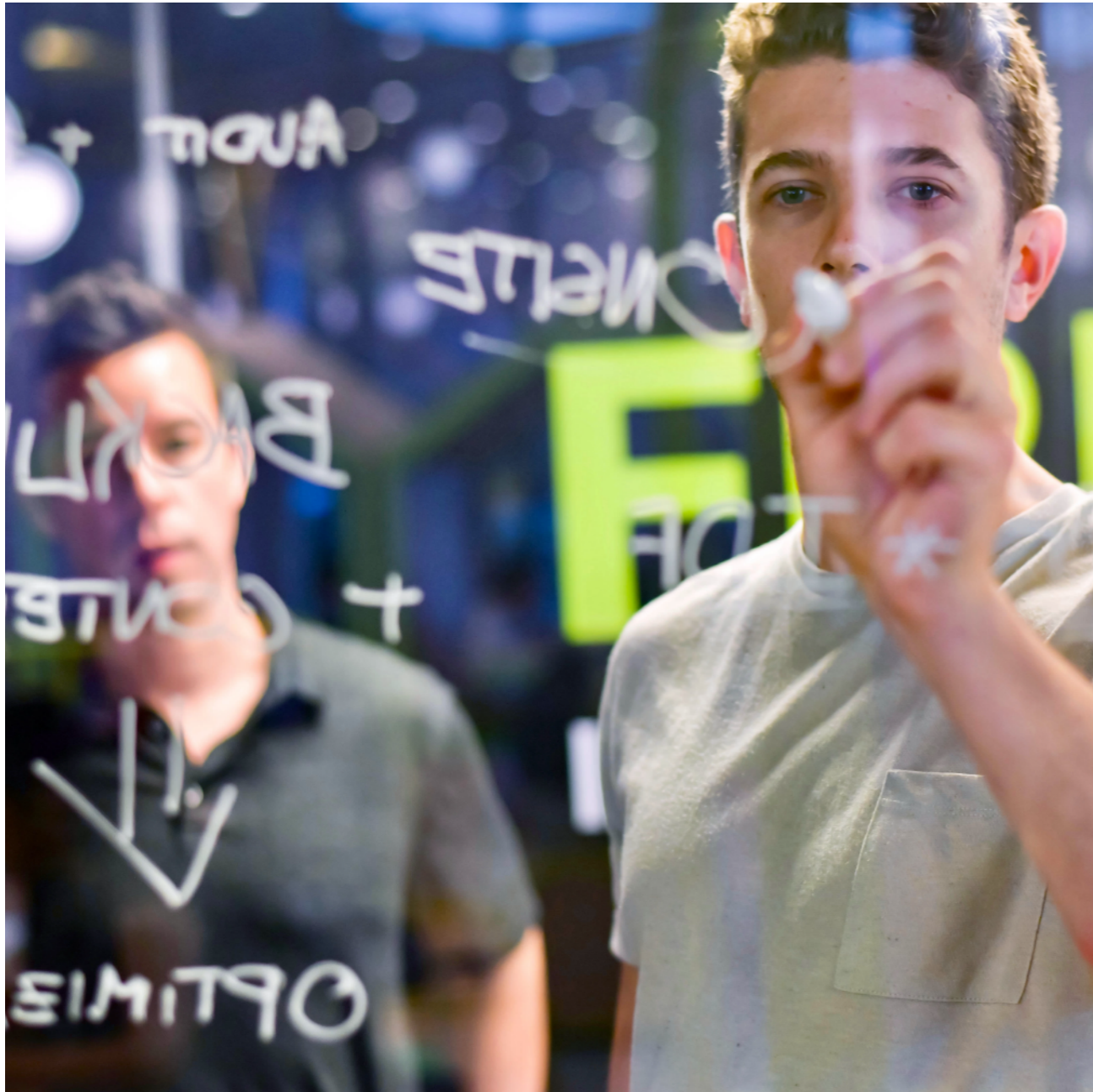
Session #12 Implementation - Sustaining The Sales Engine<sup>SM</sup>

Of the Components Above, Which Can The Client Expect to be Completed Over the 90 Day Program?

We encourage a discovery call with The Halpin Group pre-registration to assess your current state. Based upon what's currently operational will determine whether we can complete some of the components above during our 90 day engagement, get them in-process or complete a plan or strategy for future implementation in Phase 2.

During a Phase 1 engagement, we deliver the sessions above over 3 months and, with the client, co-develop a prioritized implementation plan to embed The Sales Engine<sup>SM</sup> and The Culture of Commerce<sup>SM</sup> into their organization. During each session, the client is walked through each concept so it's clear how each element affects The Sales Engine. At the end of each session, the client is tasked with assessing their "as is" state with respect to the session topic which includes identifying gaps to be closed during the 90 days or in Phase 2 depending upon the situation. All client feedback is sent to The Halpin Group for review between sessions in preparation for the weekly 1:1 interactive phone call. This ensures clients stay on track to maximize their investment.





As an example, Session #4 covers Lead Generation/Digital Strategy and its role in The Sales Engine<sup>SM</sup>. Following Session #4 clients will be tasked with:

1. Clients will reference their Session #2 work and reconcile their buyer personas and customer journeys to their website content to determine if their digital strategy is serving their business goals.
2. Rating their website to determine if it's an accurate and professional representation of their selling proposition.
3. Assessing if their website creates sales acceleration and, specifically, if:
  - a. Website content is mapped to the customer's buying journey.
  - b. Are there appropriate calls to action throughout?
  - c. If prospective customers can self-qualify in or out of the sales process based upon the effectiveness of 'a' and 'c'
4. Does the client have defined success criteria/KPIs for their digital strategy? If so, they are encouraged to share them with The Halpin Group.
5. Are they utilizing analytics to support their success criteria or KPIs?

This example is a snapshot of how Tom and his team assess the client's "as is" state and then build a bridge to the client's future state including a prioritized implementation plan.

## Group Coaching - Phase 1 The Sales Engine<sup>SM</sup>

- ✓ 3 Month Program
- ✓ Program Delivered Via Webinar
- ✓ Weekly Templates to Complete
- ✓ 12 Weekly Webinars to Introduce The Sales Engine and The Culture of Commerce
- ✓ Client Completes Assessments Weekly and Sends Them to The Halpin Group
- ✓ The Halpin Group Provides Feedback and Guidance Through Email/Weekly Interactive Phone Session
- ✓ One Hour 1:1 Interactive Phone Session
- ✓ \$8,000.00/Phase 1 Engagement
- ✓ Terms: Payment Due Upon Contract Execution
- ✓ Group Coaching Pods Limited to 6 Clients at a Time

## 1:1 Coaching - Phase 1 The Sales Engine<sup>SM</sup>

- ✓ 3 Month Program
- ✓ 12 Webinars to Introduce The Sales Engine and The Culture of Commerce
- ✓ Access to Coach - Phone/Web Conference Only
- ✓ \$24,000.00/Phase 1 Engagement
- ✓ Payment Terms: Payment Due Upon Contract Execution
- ✓ This is a 1:1 Engagement for Clients That Want a Personal, Dedicated Experience.

## 1:1 Coaching - Phase 1 The Sales Engine<sup>SM</sup> \*Includes On Site Work

- ✓ 3 Month Program
- ✓ 12 Webinars to Introduce The Sales Engine and The Culture of Commerce
- ✓ Access to Coach - Phone/Web Conference with Scheduled On-Site Visits
- ✓ Contact Us to Discuss Fee/Phase 1 Engagement Plus Time and Materials for On-Site Work
- ✓ Payment Terms: Due Upon Contract Execution

## Customized Engagement/Special Projects

Clients that have specific projects are encouraged to reach out for an exploratory conversation. We can discuss the outcome you'd like to achieve and development a statement of work based upon fit, timing and budget.

Phase 2 is focused on implementation and The Halpin Group can be engaged to support the process or the client can implement themselves. It's entirely optional.





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