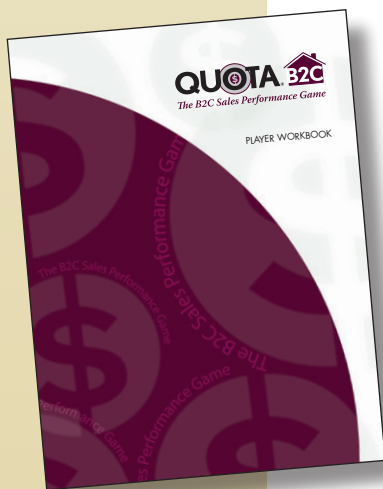




This program received a very high rating... it was competitive, educational and indeed fun. It is tough to beat those three... we are a better group because of the Quota experience."

**MR. ROGER KEELEY,
CORPORATE DIRECTOR
OF MARKETING,
ATLANTIC PACKAGING
GROUP**



QUOTA® SYSTEM PROGRAMS

Quota® B2C™

Quota® – The Sales Performance Game B2C version is an applied program that teaches players about business-to-consumer sales cycles. Quota B2C is the second of our core sales training programs and like the Quota B2B program, each player develops the critical skills and competencies needed to successfully sell into their market while playing the game and having fun. The Quota Business to Consumer program teaches your sales team all of the core principles they need to know to master the Business to Customer selling process.

Quota® B2C™ – The Sales Performance Game is a fun, interactive and competitive experience that teaches players about business-to-consumer (B2C) sales cycles. Each player develops critical sales skills and knowledge while playing the game... and having fun! Salespeople that have played Quota® have realized:

- Increased acquisition of new prospects/clients
- Improved retention and cross-selling to client base
- Higher closing ratios and competitive wins
- Shortened sales cycles and increased productivity

Quota® teams of Players compete against each other learning key events of the B2C sales process under the guidance of a Quota® Coach. Each participant receives a Quota® Portfolio, Player Workbook, Quota Pen and Quota Certificate upon completion of the game. Played in a 4-5 hour format,

Quota B2C™ is an excellent method to provide sales people with critical selling skills and knowledge in a dynamic new learning experience.

Quota® B2B Stages/Competencies

STAGE 1 – Prospecting

- Building a Daily Prospecting Plan
- Writing Email, Target Letters and Direct Mail
- Introductory Script
- How to Leave a Compelling Message
- Handling Prospecting Obstacles

STAGE 2 – The Customer Meeting & Qualifying

- Meeting Your Customer
- Confidence Builders/Breakers
- Potential Buying Opportunities
- Qualifying Questions (B.P.O.U.T.)
- 6 Steps to a Professional Greeting
- Individual & Family Motivators

STAGE 3 - Conducting a Needs Analysis

- Needs Identification Selling
- Conducting the Needs Analysis
- Probing Skills
- Sales Communication Exchange

STAGE 4 – Product/Service Demo & Agreement Presentation

- 6 Rules for Presenting an Agreement
- Purchasing Criteria
- Competitive Selling Practices

STAGE 5 – Getting Customer Commitment

- Decision Ladder
- Triangulation
- Securing a Commitment
- Closing Styles
- Appropriate Closes per Buying Style
- Handling Purchasing Agreement Objections
- Negotiating

STAGE 6 – Product/Service Delivered, Payment Received

- Post-Sales Service
- Checkpoint Follow-Up
- Referrals for New Business
- Thank Your Client!