



Spotlight on Solutions

How Alliance Performance Systems can partner with you to implement a full range of sales and marketing solutions.

Spotlight on Solutions and Services

Alliance Performance Systems can partner with you to design, develop, and implement a full system of sales and marketing solutions designed to help your organization improve sales performance. Our solutions are built from a customer-focused foundation; they challenge sales and marketing professionals to use customer needs to drive their strategies and behaviors.

Our experienced team of project managers, instructional designers, writers, researchers, designers, developers, and print production coordinators can create you a custom solution from the ground up or tailor one of our proven solutions to your organization's language, processes, objectives, and strategies.

Popular Solutions and Services

Sales Skills and Strategies

Achieving Sales Excellence™ (ASE™)/SPIN 2.0™

Today's best-validated sales model. Teach your sales professionals to win business and differentiate your offerings by uncovering customer needs and developing the needs your offerings best meet.

Foundations of Negotiation

Account managers learn to use their understanding of customer needs to increase options for obtaining mutual agreements. The program also introduces strategies for avoiding the common mistakes associated with getting customers to move toward agreement.

Strategic Account Planning

Sales professionals learn and apply account planning behaviors and tools linked to Achieving Sales Excellence™ (ASE™)/SPIN 2.0™.

Advanced Sales Skills and Strategies

Advanced Negotiating Techniques

Account managers build on Foundations of Negotiation to learn how to identify and use economically leverageable positions (ELPs) to successfully negotiate price increases.

Advanced Strategic Account Planning

Account managers build on their core account planning skills to learn how to better integrate account teams, analyze positions and competitors, and surface and resolve problems.

Competitive Immunity Consultation

Our experts work with your sales professionals to develop strategies for specific competitive threats and offer guidance on advanced uses of sales system skills and tools to achieve and maintain competitive immunity.

Competitive Immunity Working Session

Under the guidance of our experts, your sales professionals practice applying custom tools developed during the Competitive Immunity Consultation.

Presenting Internal Proposals™ (PIP™)

Account managers learn how to present an effective business case to your company's key stakeholders. The program integrates base content with processes and tools that are unique to your organization.

Thinking Critically About Your Business™

A combination of Advanced Strategic Account Planning and Presenting Internal Proposals.

Sales—Marketing Alignment

- ASE™/SPIN 2.0™ for Marketers** A version of Achieving Sales Excellence™ (ASE™)/SPIN 2.0™ tailored to marketing professionals that allows them to start aligning the collateral they create to the way the sales force is selling.
- Marketing/Brand Planning Consultation** Our experts work with your marketing professionals to develop collateral that is aligned with the way the sales force is selling.

Coaching

- Coaching for Sales Performance™ (CSP™)** Managers learn how to coach sales professionals through all stages of the sales call. Emphasis is placed on consistently identifying and addressing performance gaps and avoiding common coaching mistakes.
- Coaching Calibration Clinic** Guided by our experts, managers refine their coaching techniques in an intense application session.
- Coaching Consultation** Our experts work with your coaches to address specific coaching performance gaps in a conference, teleconference, or webinar setting.

Business Acumen/Financial Literacy

- Customer Smart™** Sales professionals learn how to drive sales with customer-centric business analysis. The program focuses on how sales professionals can turn business information into insights that will upgrade their conversations with customers.
- Organizational Fluency 101 & 201** Using the visual metaphor of an airline, your employees explore the business drivers of your own organization. They gain fluency in how and why your organization operates, so they can make smarter decisions and deliver greater ROI.

Other Solutions and Services

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| Digital Design (eLearning, eBook, etc.) | Needs Assessments |
| Employee Development Plans | New-Hire Curricula |
| Keynote Speaker Presentations | Sales Aids |
| Launch/POA Working Sessions | Train-the-Trainer Certification Sessions |

About Alliance Performance Systems:

Alliance Performance Systems, Inc. is dedicated to helping mid- to large-sized companies improve the performance of their sales, marketing, and training divisions. Known for our knowledge of markets and our ability to tailor solutions to the needs of individual clients, we have been meeting and exceeding customer expectations for more than 15 years. Our training solutions and strategic consulting services are world-class and have been utilized by Fortune 500™ companies.



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