



# CONVERSATION FRAMEWORKS™

by Innovative Management Tools

## Elevating Sales Excellence: Unleashing Potential with a Problem-Solving Sales Process (PSSP)

In the dynamic landscape of sales, crafting a winning sales strategy and prospect experience is imperative for companies seeking to stand out in the market. However, challenges often arise, hindering the differentiation and innovation required for sales success. Enter the **Problem-Solving Sales Process™ (PSSP) - Training and Coaching Services**, a personalized program designed to address the complexities of sales strategy development.

### Defining the Challenge: Navigating Sales Strategy Crossroads

An ongoing survey by Innovative Management Tools™ unveils that **76.92%** of companies face challenges in Sales Strategy Development. Here are three common scenarios where sales challenges become a negative game-changer.

#### **Scenario 1: Distinguishing in a Crowded Market**

*The company is a distributor of products and doesn't see how they can differentiate themselves from other distributors.*

#### **Scenario 2: Regaining Lost Market Position**

*The company had a unique market position at one point but has now lost it and is looking to regain the position by doing something new and unique to attract customers.*

#### **Scenario 3: Shifting from Traditional to Consultative Sales**

*The company sells very "traditionally" using price, free or discounted extras, merch, and relationships as the leverage strategies to close sales and would like to shift to a more "consultative", "value-add", or "Problem-Solving" sales model.*

These challenges 1) drive a company into an endless price war with the competition, 2) move a company into the competitive pack with little to no differentiator in the market, and 3) force the company into selling like everybody else, accepting a low conversion rate for opportunities – Working harder, not smarter.

### **PSSP - Training and Coaching Services: A Personalized Approach**

**PSSP** is not a rigid sales process or prescriptive sales method; it's a dynamic and personalized Sales Training and Coaching Services tailored for solopreneurs, small sales teams, and groups engaged in solution-based selling. Based on 9 years of battle-testing a process, mixed with neuroscience and over 50 tips, strategies, demonstrated practices, and golden nuggets of information, the PSSP can elevate sales results after dedication to creating an intentional and memorable buyer's journey.

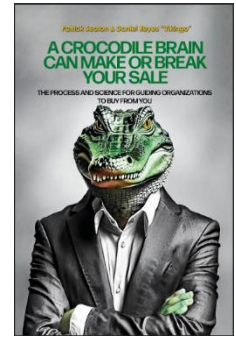


## **Problem-Solving Sales Process**

Training and Coaching Services

While hundreds of approaches and methodologies to sales strategy exist, **PSSP** distinguishes itself by offering personalized guidance and coaching to share the process and science that guides companies to buy

from you. Based on the book, “*A Crocodile Brain Can Make or Break Your Sale, The Process and Science for Guiding Organizations to Buy from You*”, the **PSSP** involves training and coaching, ensuring that the sales team not only understands the principles but can implement them effectively.



**PSSP** is more than a service; it's a catalyst for change. It doesn't just focus on closing deals; it builds all the mini steps that lead to a purchasing decision. Selling without selling. Solving problems.

### **Cracking the Code: Achieving Sales Excellence**

Why do challenges in sales strategy persist despite various methodologies? The answer lies in the intricate dynamics of merging process, science, behaviors, and mindset – a complex group of concepts merged in a seamless flow. **PSSP** takes a personalized approach, guiding sales teams through the process of becoming problem-solving partners rather than just service providers. The hard work of putting the puzzle together with these pieces has been done and tested for you. It's just a matter of adoption and execution.

It's not about imposing a rigid cage around the salespeople; it's about creating a culture where the sales process is enhanced to sell more and satisfy more customers. Every sales team member plays a role in ensuring success.

### **The Path to Excellence: A Call to Action**

As we navigate the challenges of sales strategy development, it's evident that a personalized approach is essential. Innovative Management Tools invites organizations to embrace raising the bar to sales excellence through the implementation of a **PSSP** and its related Training and Coaching Services.

Let's engage in a dialogue about your unique challenges in sales. Share your experiences, and let's collaboratively shape sales strategies that not only close deals but build lasting client relationships.

In the ever-evolving world of sales, the ability to master strategy development remains a cornerstone of success. It's time to rethink, redefine, and revolutionize your approach and unleash the full potential of your sales team.

Want to learn more about *A Crocodile Brain Can Make or Break Your Sale* or **PSSP**? Contact Innovative Management Tools at this link: [Contact IMT](#)

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### **Addressing the Sales Challenge: Navigating Sales Dynamics**

In the realm of sales strategy, it's crucial to address the hidden issues that may impact overall sales results. *A Crocodile Brain Can Make or Break Your Sale – The Science and Process to Guiding Organizations to Buy from You* walks through the intricacies of developing an effective sales strategy, offering why and the how to craft a company PSSP.

Want to learn more about Thinking Styles, an element of neuroscience that plays heavily in the PSSP? Click on this link: [QUADRANTS Thinking Styles Introduction Video - Innovative Management Tools](#)

