

# AIM Sales Training

## Service Overview

*AIM (Active Influence Model) is a training program that enables company management and sales staff to effectively influence the purchase decision when selling to a large or complex organization. This program is customized to fit the specifics of your company and customers and delivered on site at or near your location.*

*The basic training is one full day, with an optional ½ day session available immediately following the basic training. The optional ½ day takes the principles developed in the basic training and drives them down to the specific details of your company and products.*

*Through this program, participants gain a thorough understanding of the decision process of large companies, the role that the various players in the customer organization play in the decision and the ability to develop a strategy to directly influence that decision.*

*Concrete tools are provided to all participants that allow them to immediately utilize all concepts received during this program.*

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## Service Details

### What will I learn?

- *How to effectively manage the 5 components of a complex decision*
- *How to evaluate and control the 13 critical variables that must be considered in order to actively influence the decision*
- *The specific process that large companies go through when making a purchase decision of any significance*
- *How to recognize where the customer is in the decision process*
- *The customer players involved in the decision process and how to categorize them into manageable groups*
- *How to use the tools provided to physically and visibly map your strategy and course of action*
- *How to analytically determine your current and potential positioning related to this customer and this specific decision*
- *An analytical method to calculate your potential of winning the order while considering all variables at once*
- *Processes for developing specific strategies to address your positioning strengths and weaknesses*
- *Who to talk to in the customer organization, when to talk to them and what to talk to them about*
- *Strategies for focusing your internal resources*

### Why is this of value to me?

- *Increased ability to influence larger, complex companies, which is much more difficult than influencing small companies*
- *Ability to create a more effective strategy with greater understanding by all internal resources*
- *Reduced cost of bidding, including the ability to determine when bidding cannot result in a win*
- *More effective allocation of internal resources*
- *Clear connection between situation, customer's decision and your strategy*
- *Increased ability of management to actively participate in the sales strategy*
- *Higher closure rate*
- *Increased profitability of orders that are closed*
- *Concrete tools allow you to utilize new skills immediately and effectively*
- *Sales personnel shifts to a much more strategic understanding of a sale*

### What materials will I receive?

- *Course training materials*
- *AIM worksheets (working tool)*
- *Player activity matrix (working tool)*
- *AIM post training reference guide*