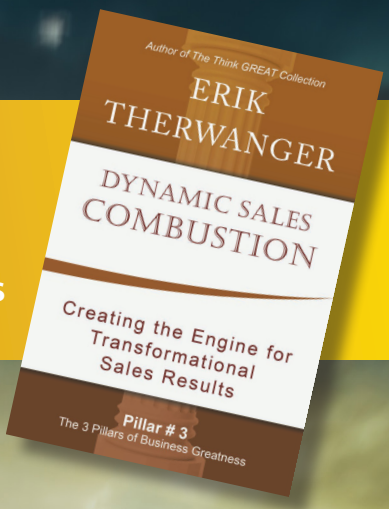
From the pages of:

Dynamic Sales Combustion™

Become the Sales Driver your Company Needs for Transformational Results



SIS

SALES IMPACT SYSTEM

THE SALES IMPACT SYSTEM

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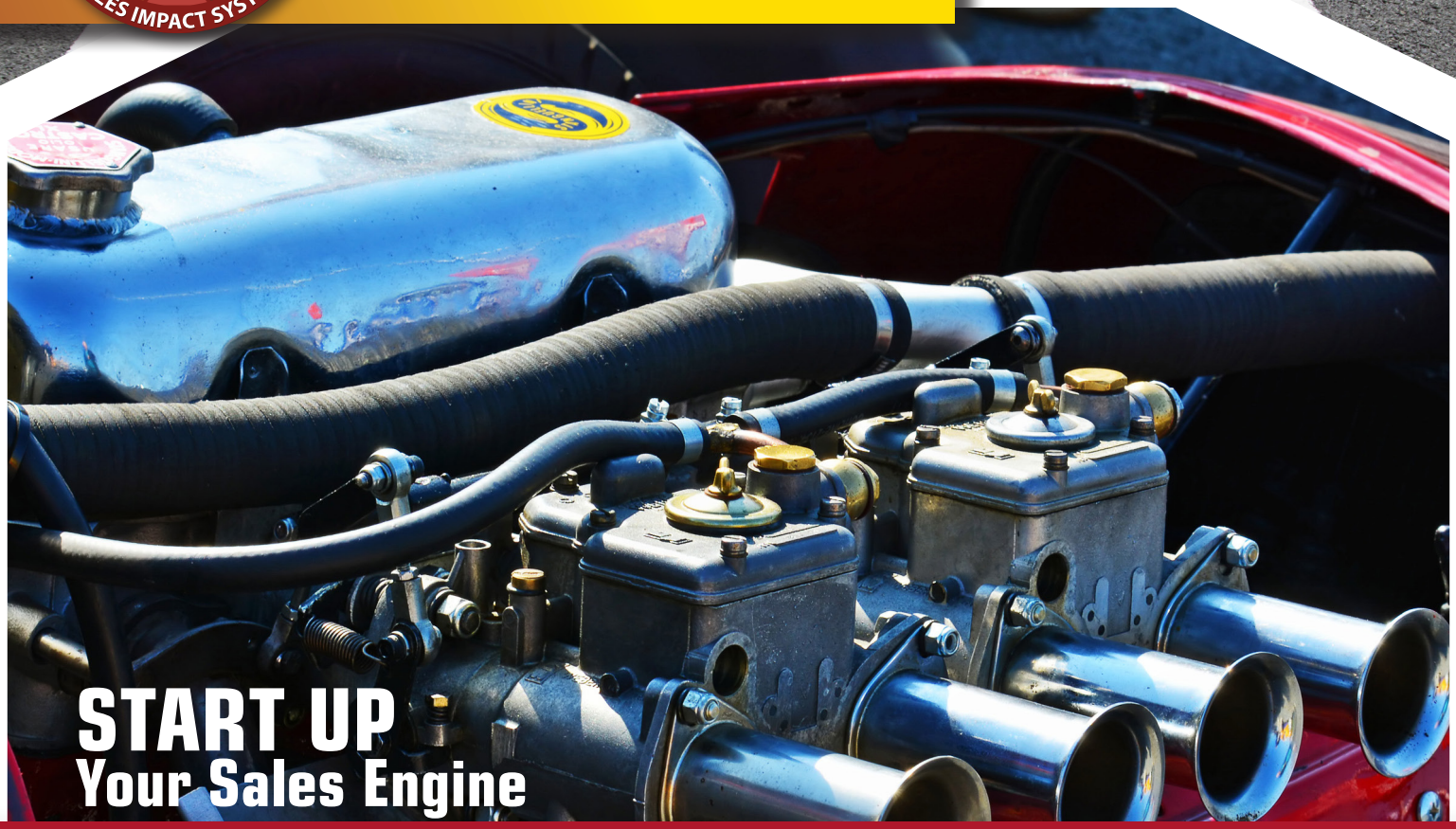


START UP
Your Sales Engine

Unbreakable MINDSET | **Unparalleled DATA** | **Unstoppable GEARS** | **Unmatched STRUCTURE**

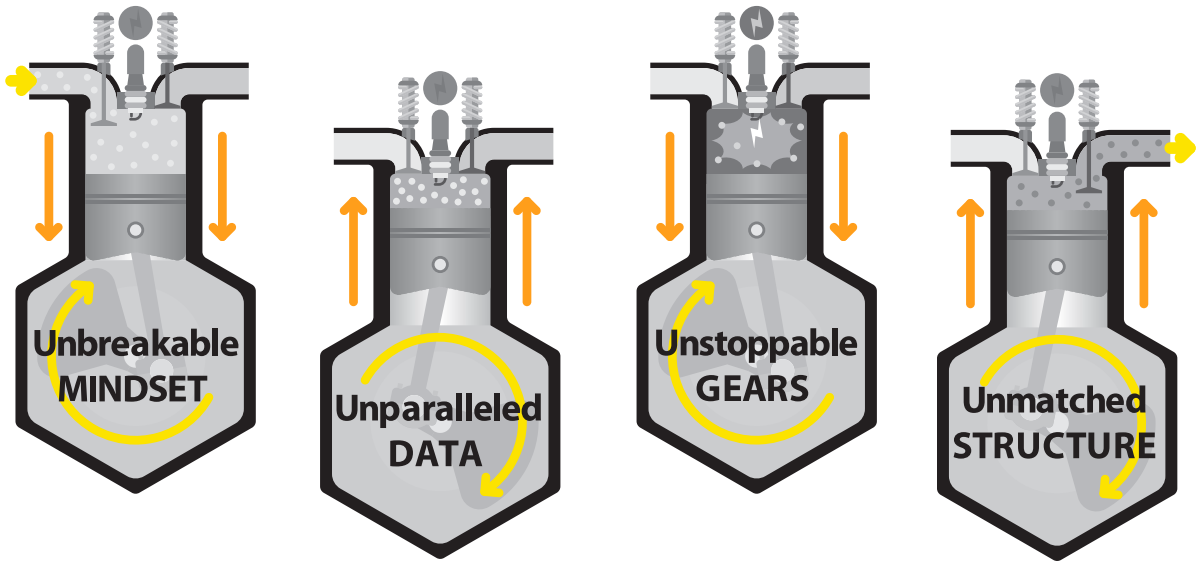
The Sales Impact System (SIS)

A proven method of sales excellence that transforms the performance and results of your entire sales team

Drive Sales by Opening New Opportunities

Drive Your Sales RESULTS

Sales vehicles are not intended to remain stuck in the parking lot of mediocrity. If you are ready to drive sales to new levels, you must build the high-performance sales engine required to accelerate your sales vehicle and achieve sustainable success. From the pages of Erik Therwanger's acclaimed book, Dynamic Sales Combustion: Create the Engine for Transformational Sales Results, learn how to master The Four Cycles of Dynamic Sales Combustion and drive your sales results.



Unbreakable MINDSET - You and your sales team will learn how to harness the power of their thoughts and convert them into transformational results. Your Sales Engine focuses on fine-tuning existing perceptions about selling, adding new dimensions to your sales efforts, and establishing the primary role of every salesperson – being a leader.

Unparalleled DATA - Successful sales professionals understand how to gather, track, and utilize information. With a focus on accountability, you will develop a system for identifying the Discovery Info needed to understand your clients, the Action Info required to know your competition, and the Tactical Info necessary to provide relevant solutions.

Unstoppable GEARS - By mastering the Five Sales Gears, your team will create non-stop combustion. Your sales engine will Achieve Ignition as you enhance your prospecting and contacting skills. You will Create Momentum as you turn your presenting and set-up gears. You will then Develop Velocity as you create your unique follow-up toolbox.

"A strong leader will do more with a weak plan, than a weak leader will ever do with a strong plan."

~ Erik Therwanger

Unmatched STRUCTURE - Getting your Sales Engine firing is critical, but holding it all together, for sustainable growth and predictable success, is paramount. Keep your Sales Vehicle moving in the right direction by learning the techniques to creating Your Plan, the strategies to maximizing Your Schedule, and the proven concepts to enhancing Your Environment.

ENROLL IN SALES DRIVING SCHOOL

Sales Driving SCHOOL

SIS
SALES IMPACT SYSTEM

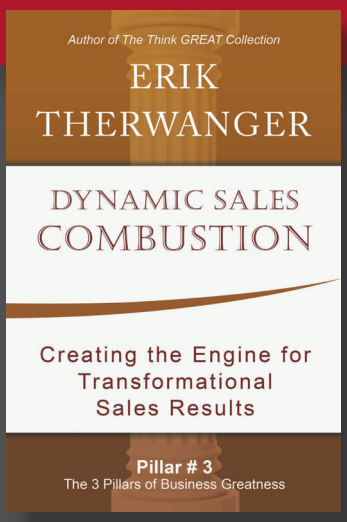
Sales Launch

DRIVING COURSE 1	DRIVING COURSE 2	DRIVING COURSE 3
Sales Goals	Data & Accountability	Referrals
Opportunities	Prospecting	Planning
Teamwork	Follow-Up	Schedules

Sales Diagnostic

90 Days

Sales Engine Diagnostic	*(1) 3-hour session*
Driving Course 1	*(2) 3-hour sessions*
Driving Course 2	*(2) 3-hour sessions*
Driving Course 3	*(2) 3-hour sessions*
Sales Launch	*(1) 3-hour session*



Sales Driving SCHOOL

SALES DIAGNOSTICS™ - Engine Analysis

Using our **Sales Inspection Checklist** and **Combustion Assessment**, your team is introduced to the essentials of the Sales Impact System (SIS®), ensuring that everyone is unified and prepared for **Sales Driving School**. Focus is steered toward identifying strengths and weaknesses.

DRIVING COURSE 1™ - Data and Accountability

This powerful session allows Sales Drivers to clearly identify the priority data required for accomplishing their sales goals. **Discovery Info**, **Action Info**, and **Tactical Info** is used to better understand your clients, rivals, and solutions. **Accountability** ties everything together.

DRIVING COURSE 2™ - Ignition, Momentum, and Velocity

This dynamic session focuses on the **Five Sales Gears:** Prospecting, Contacting, Presenting, Set-Up, and Follow-Up. With detailed attention given to each gear, Sales Drives will develop a **Follow-Up Toolbox** to keep their engines revving and achieve predictable and profitable growth.

DRIVING COURSE 3™ - Planning and Scheduling

This game-changing session establishes the structure required to build and maintain a high-performance sales environment. **Your Plan** details the strategy required for long-term victories. **Your Schedule** allows your team to control, and block out, the time periods required for success.

SALES LAUNCH™ - Environment Review

Your Sales Engine is firing on all cylinders, your sales vehicle is positioned for success, and the pedal is pushed to the metal. Drive sales to new levels of success by creating **Ambassadors** who generate non-top referrals. Use **Referral Tracking System™** to open new opportunities.

Achieving Consistent Acceleration

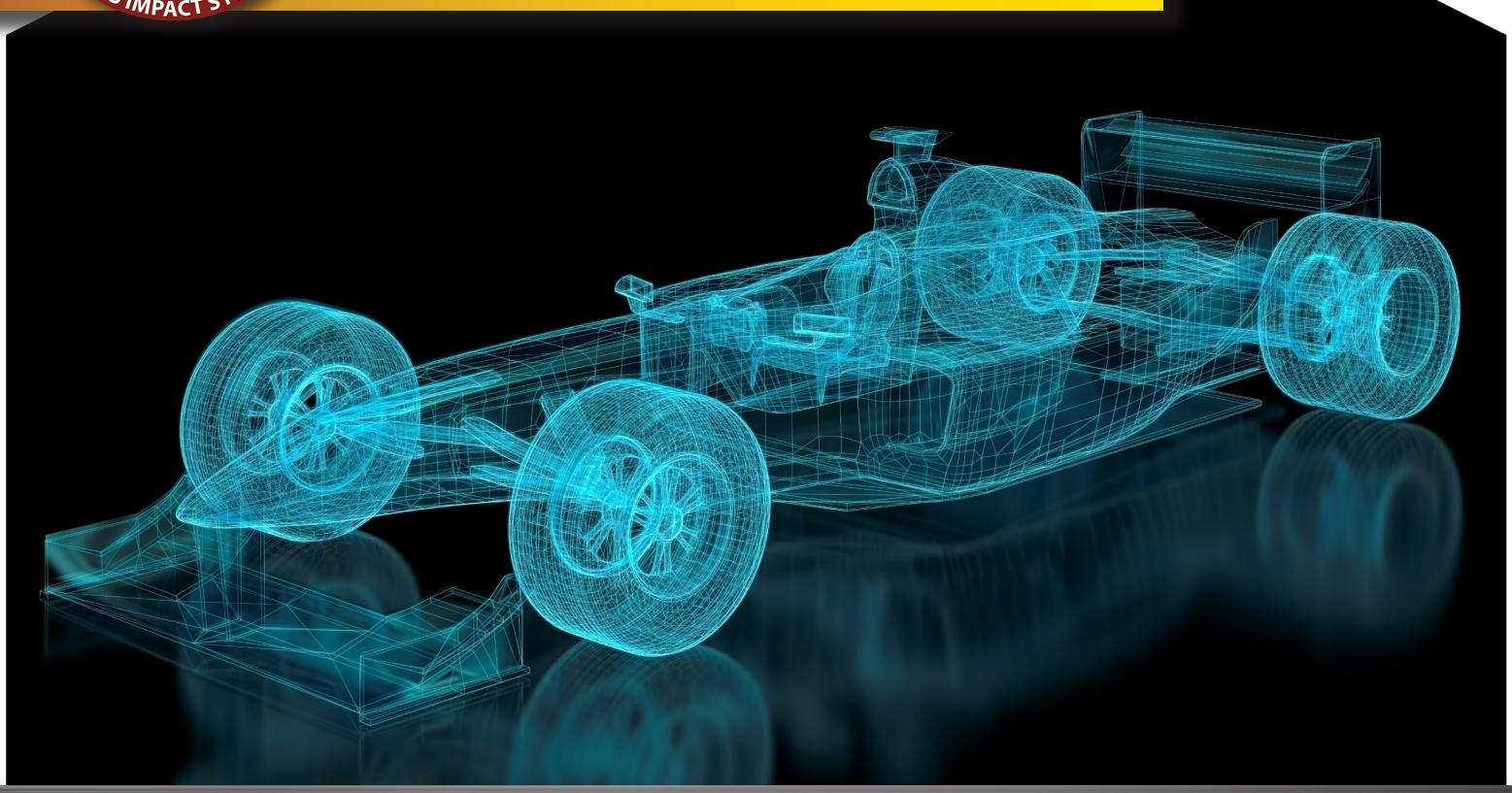
QUARTERLY BRIEFINGS – Pit-Stop Inspection™

Sales Drivers re-group after each **90-Day Race** to assess the performance of their sales engines and the transformational results, focusing on duplicating successes and eliminate issues. Sales Drivers are recognized in the **Winner's Circle** for completing successful Sales Races.

ANNUAL BRIEFINGS - Sales Plan™

Sales Drivers re-visit the entire Sales Plan to identify any significant course corrections required for long-term growth and high-levels of Sales Combustion. Adjustments to performance and results are key focal points.

Sales Driver TOOLS



The Tools to Engineer a GREAT Sales Engine

- Sales Plan
- The GOAL Formula
- Dynamic Sales COMBUSTION
- Follow-Up Tool Box
- The A-Team
- Phone Zone
- Transition Point
- Status Reports
- Short-Term Goals
- Fact-Finder
- 3-D Prospecting List
- Wanted Poster
- Compensation Plan
- Schedules
- Contests/Incentives
- Combustion Assessment
- Referral Tracking System
- Long-Term Goals

MISSION-VISION-TRANSFORMATION

IMAGINE THE VIEW AT THE FINISH LINE!

Become the Sales Driver your organization needs by implementing the *Sales Impact System (SIS)* and create the environment for high-performance and transformational results. Master the *Four Cycles of Dynamic Sales COMBUSTION* and collapse the time-frames required for accomplishing your short-term and long-term priorities.

MISSION: With an emphasis on sales excellence, your sales vehicle will move you to new levels of achievement. Your sales team will become more productive, accountable, and engaged to accomplish the MISSION, each day.

VISION: Your entire team will be committed to driving sales to new levels of success as they strive to achieve your VISION as a unified team.

TRANSFORMATION: You will experience consistent COMBUSTION as you and your team focus on turn the key to your sales engine and support your *Sales Plan*.

The true power of the *SIS* is its simplicity. The *SIS* is a genuine, authentic, and people-centered sales model designed specifically for those who never dreamed of being in sales. It focuses on team empowerment as the driving engine of your sales vehicle. The *Sales Drivers Tools* provide invaluable support to the accomplishment of your *Sales Plan* and allow you to drive through any challenges in your path.

Ensure that you and your sales team are prepared for successful 90-Day races, accomplishing the short-term goals necessary for long-term success. It is time to shift gears and achieve the velocity required cross the finish line ahead of your competitors.

To learn more about becoming a SIS organization and implementing a *Dynamic Sales Combustion*, e-mail us at info@ThinkGreat90.com.