

80/20 Selling

Selling strategy for the new economy:



Overcome the commoditization trap



Multiply revenue-generating activities using the Sales Time System



Foster CRM usage among salespeople



Identify new opportunities for value creation

Today, getting a customer's attention is more challenging than ever before. Sales success depends more on the focus of time and activity rather than schmoozing over long lunches and golf outings.

Sales professionals today are beaten up on their prices, their increasing administrative duties, and the constant interruptions that create little to no time for business development. As a result, they rely on existing relationships or external conditions to drive new growth. That is unpredictable and dangerous.

The Sales Time System helps sales professionals to spend more energy on revenue-generating activities and to develop successful sales habits regardless of market conditions