



## SALES ENABLEMENT SOLUTIONS



*The economy has forever changed the way consumers buy. Sales skills alone are no longer enough. Are your salespeople supported with the resources and strategies they need to be passionate brand advocates?*

### Build a Sales Organization Invulnerable to Competition and Economic Conditions

Product and sales skills training will always be essential to increasing sales. But if you really want to transform your sales organization, you need a holistic approach that augments sales skills with visionary strategies, tight methodologies, compelling incentives, powerful support materials, and the irresistible force of unshakable brand enthusiasm.

From sales and management training to consulting, incentive programs, and customer loyalty, GP Strategies® award-winning, end-to-end, customized sales solutions are designed to enable your client-facing, revenue-generating employees to have more relevant and effective conversations with customers and buyers.

### Our Solutions

- Sales Performance Consulting
- Point of Sale Support
- Product and Launch Training
- Sales Channel Training
- Brand Advocacy and Incentive Programs
- Customer Loyalty Programs
- In-Dealership Coaching, Training, and Management Services
- Sales Enablement Strategies and Program Development

*Count on GP Strategies to build powerful,  
People-Oriented Partnerships*





## Sales in the Age of the Customer

Today's consumers are re-defining value and changing the way an organization's strategic sales solutions and processes work. This shift is a game-changer for everyone in the organization. Modern trends require an approach that augments sales skills with visionary strategies, tight methodologies, compelling incentives, powerful support materials and the irresistible force of unshakable brand enthusiasm.



**SALES PERFORMANCE CONSULTING** | With significant proven successes in improving both retail and direct sales, GP Strategies is second to none at assessing needs and gaps, uncovering opportunities for improvement and making recommendations to help you meet your short- and long-term goals. From performance improvement strategies to point of sale technologies, we have the expert recommendations—and implementation expertise, if needed—to strengthen your sales organization and improve competitiveness.



**SALES CONSULTING, TRAINING, AND ENABLEMENT** | From skills, product, and launch training for your salesforce to training your channel partners and shoring up management skills, GP Strategies can turn your entire sales organization into a united team of brand stewards armed with proven approaches for turning prospects into customers. Then, as business strategies change and require increasingly sophisticated skills, we'll work with you to design, develop, deploy, and optimize ongoing enablement programs designed to continually increase relevance at the point of sale and leadership level throughout the organization. We help:

- Learning leaders and their teams:
  - Do what they're doing better
  - Drive a business impact in the sales organization
- Sales VPs and their teams:
  - Drive sales process execution
  - Change their sales conversations



**BRAND ADVOCACY AND INCENTIVE PROGRAMS** | Promotions and incentives are powerful motivators, encouraging salespeople to engage in your training and increase their brand loyalty. GP Strategies has extensive experience in designing and managing incentive programs to build brand advocacy within every type of business model for both retail and direct sales.



**CUSTOMER LOYALTY PROGRAMS** | It costs far less to retain a customer than to acquire new ones. And the key to building loyalty lies in communication. GP Strategies has amassed success after success in building customer loyalty through custom programs that leverage custom communications, social media, lifestyle accessories, customer events, partnership marketing, and other tactics that keep customers engaged and wanting more.

For more information about our **SALES SOLUTIONS**, please visit

 [www.gpstrategies.com/solution/sales-solutions](http://www.gpstrategies.com/solution/sales-solutions)

GP Strategies World Headquarters  
70 Corporate Center  
11000 Broken Land Parkway, Suite 200  
Columbia, MD 21044 USA



[gpstrategies.com](http://gpstrategies.com)

1.888.843.4784

[info@gpstrategies.com](mailto:info@gpstrategies.com)

