



Learning Action Plan # 19

The Kahle Way® B2B Selling System

Your issue: “I need a comprehensive program in the **best practices of B2B sales.**”

Our Solution: **The Kahle Way® B2B Selling System.**

This is a comprehensive approach to instilling the principles, practices, processes and disciplines necessary to excel at B2B selling.

There are sixteen video lessons, complete with exercises and worksheets. Upon completion, the sales person can elect to take the final exam, and apply for certification.

The first half of the program focuses on “getting ready” – planning processes and disciplines.

The second half of the program focuses on “getting to it” – interactive competencies.

Thousands of professional sales people have been trained in this system. To review some of the testimonials, and a more complete description of the program, visit this page: <http://www.davekahle.com/sellingsystemoverview.html>.

We recommend that one lesson be completed every three weeks. This gives the sales person time to assimilate the materials and complete each session’s assignment. Alternatively, it can be completed on what ever time schedule works best for your situation.

Note: This program is also available in a version for trainers and facilitators who want to take a small group through the training.

Your Action Plan

1. Subscribe each of the sales people to the SRC.
2. Assign them the lessons noted below in the sequence noted.
3. There are a couple of options for your involvement.
 - a. You can be credentialed as a “learning manager” and then run a report each month to see what each sales person has done and how well they have done.
 - b. To be more hands-on, follow this sequence:

1) At the end of the first and each following month, send them an email that says this:

As a result of interacting with the content on The Sales Resource Center you should have gotten some good ideas, and decided to implement one of them. Please share your "Precise Prescription" with me. Send it to me by return email by 8 AM Monday.

2) Review each sales person's Precise Prescription with them sometime during the following week. Ask each one:

How are you doing with

What kind of results are you seeing?

Is there anything I can do to help you?

3) Recognize and reinforce positive changed behavior. If someone is successful in creating a positive result through the application of a Precise Prescription, have that person share that success story with the other sales people at your earliest convenience.

4. The curriculum:

Week #1: Introductory Material

- a. Nugget N-206: Welcome to the Sales Resource Center™.
- b. Nugget N-203: How to Get the Most Out of the Sales Resource Center™

Week #2

Pod-52: The Kahle Way® Selling System, Lesson One: Introduction to the system.

Week #5

Pod-53: The Kahle Way® Selling System, Lesson Two: How to set goals.

Week #8

Pod-54: The Kahle Way® Selling System, Lesson Three: How to become organized for success.

Week #11

Pod-55: The Kahle Way® Selling System, Lesson Four: How to target and prioritize your accounts.

Week #14

Pod-56: The Kahle Way® Selling System, Lesson Five: How to plan for the penetration of key accounts.

Week #17

Pod-57: The Kahle Way ® Selling System, Lesson Six: How to refresh and refocus yourself every month.

Week #20

Pod-58: The Kahle Way ® Selling System, Lesson Seven: How to plan for every aspect of a sales call.

Week #23

a. Cluster CL-87: The Menta-Morphosis® Learning System

b. Pod-59: The Kahle Way ® Selling System, Lesson Eight: How to connect with your customers by building positive business relationships – part 1.

Week #26

Pod-60: The Kahle Way ® Selling System, Lesson Nine: How to connect with your customers by building positive business relationships – part 2.

Week #26

Pod-61: The Kahle Way ® Selling System, Lesson Ten: How to prepare better sales questions -- part 1.

Week #29

Pod-62: The Kahle Way ® Selling System, Lesson Eleven: How to prepare better sales questions -- part 2.

Week #32

Pod-63: The Kahle Way ® Selling System, Lesson Twelve: How to increase the quantity and quality of your sale presentations – part 1.

Week #35

Pod-64: The Kahle Way ® Selling System, Lesson Thirteen: How to increase the quantity and quality of your sale presentations – part 2.

Week #38

Pod-65: The Kahle Way ® Selling System, Lesson Fourteen: How to close more effectively.

Week #41

Pod-66: The Kahle Way ® Selling System, Lesson Fifteen: How to more effectively deal with your customer's concerns.

Week #44

Pod-67: The Kahle Way ® Selling System, Lesson Sixteen: Summary of the selling system

Week #45

Optional: You may want to take the exam and apply for certification.