

Markitek's Sales Team Effectiveness Program™. (STEP™) allows organizations of all sizes to monitor, test, analyze, diagnose and strengthen the effectiveness of their sales team's performance.

STEP is ideal for companies:

- Where first-contact with prospects ends with a request for a proposal, or the actual close.
- Where first-contact skills are critical to companies with long sales cycles.
- Who expect service and support to detect and respond to upsell opportunities.

WHAT STEP DOES FOR YOU

STEP exercises all aspects of your first-contact sales process. This includes how well your team develops a relationship with the prospect, establishes credible differentiation, develops rapport, and positions you as a solution provider..

It's also the ideal way to determine how well service and support find and handle sales opportunities.

HOW STEP WORKS

There are five phases to STEP. They are:

ORIENTATION AND CRITERIA CREATION

Working hand-in-hand with your sales leadership, Markitek learns your selling process, methods, and approaches.

If you have an existing Playbook, we thoroughly review it before we meet with you to ensure an immediate and constructive contribution.

If there is no playbook, then we carefully probe your cycle to fully understand the details of your selling goals and techniques.

We then work with you to establish the criteria by which we'll measure your processes. From playbook adherence to effective probing. Differentiation to closing.

SCORING SYSTEM

Scoring is determined by the criteria we together reach. In some cases it's a simple point system. In others, a subjective rating of effectiveness. Most often, it's a combination of the two.

SCENARIO CREATION

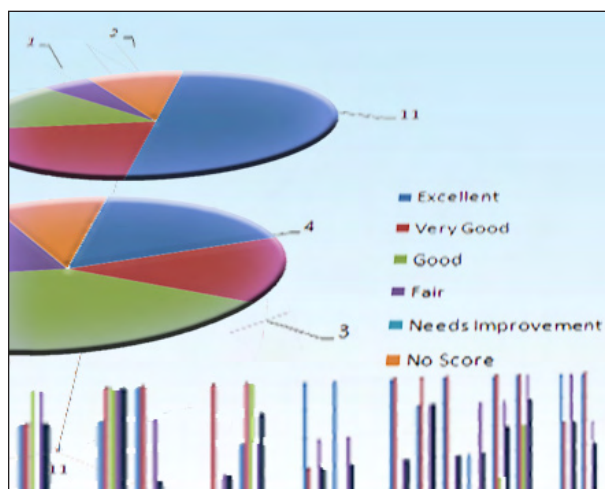
Markitek creates identities to adopt for STEP calls. We will create unique email addresses, phone numbers and persona that make us relevant and convincing to your selling or service team.

CALLS

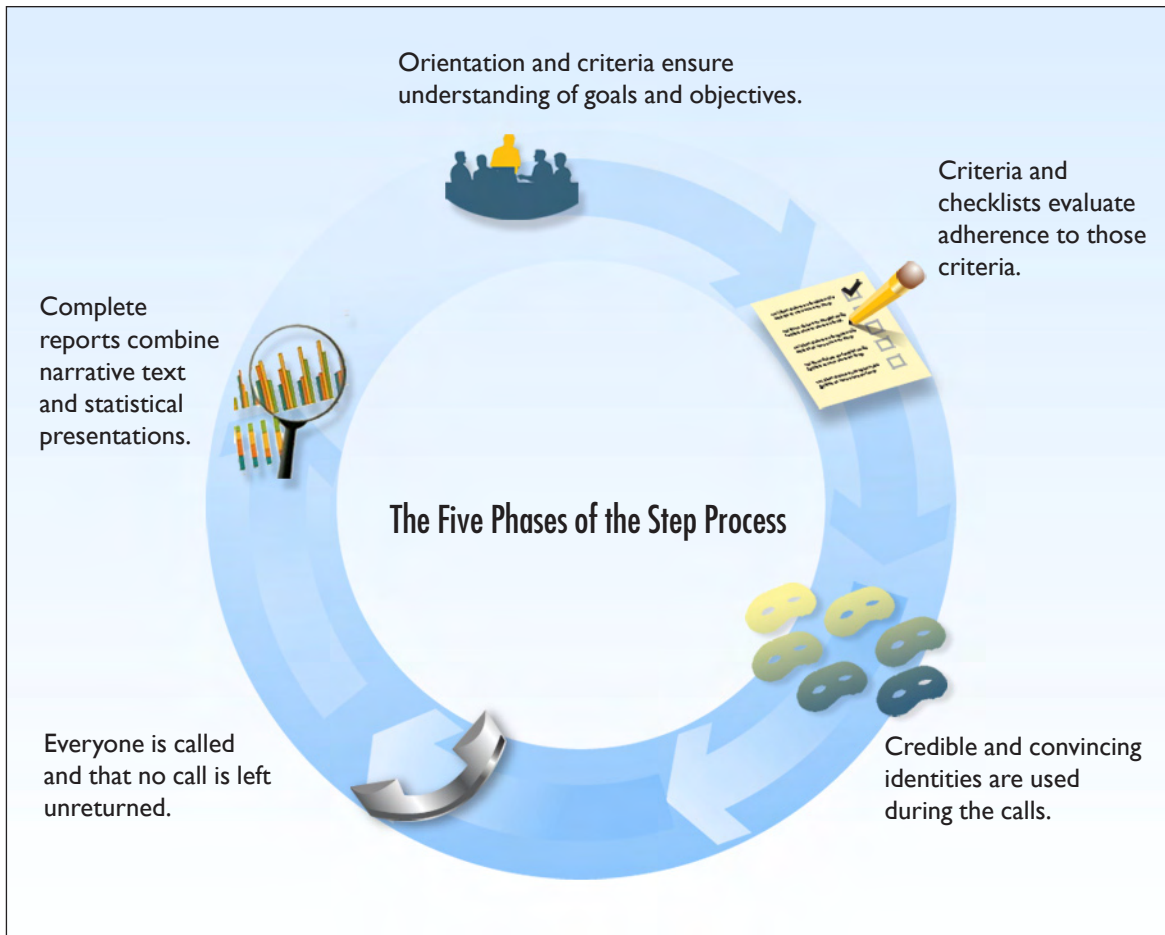
We call each rep and present those identities and scenarios. Comprehensive notes are made and checklists are marked off to record the experience.

REPORT AND RECOMMENDATIONS

The outcome of the process is a detailed and inclusive report on every aspect of your selling process, as identified during the Criteria Creation phase. From statistical analyses of how many presentation question they asked, to a best-practices analysis of how well they move to the Close. Markitek will also provide a subjective analysis of our experience with the team.



STEP presents comprehensive views into the effectiveness and strength of your selling teams.



THE VALUE

For first-time STEP clients, the process provides a perfect baseline for evaluating and improving your overall sales process.

For ongoing clients, the process provides continual testing and analysis to see how well sales improvement programs are working.

SALES IMPROVEMENT PROGRAMS

Using proven top gun techniques, applied to your specific sales cycles and requirements, Markitek can work with you to develop sales improvement programs that are responsive to what you learned from STEP.

ABOUT MARKITEK

Founded in 1992, Markitek has developed an international reputation as a preeminent organization for helping companies achieve and sustain profitability. Our clients range from very small companies to very large companies. Markitek principal Michael Fischler brings a strategic and tactical marketing expertise developed over 30 years, with nearly 150 companies worldwide.

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