

## Enable Your Sales Force using the Language of Business!

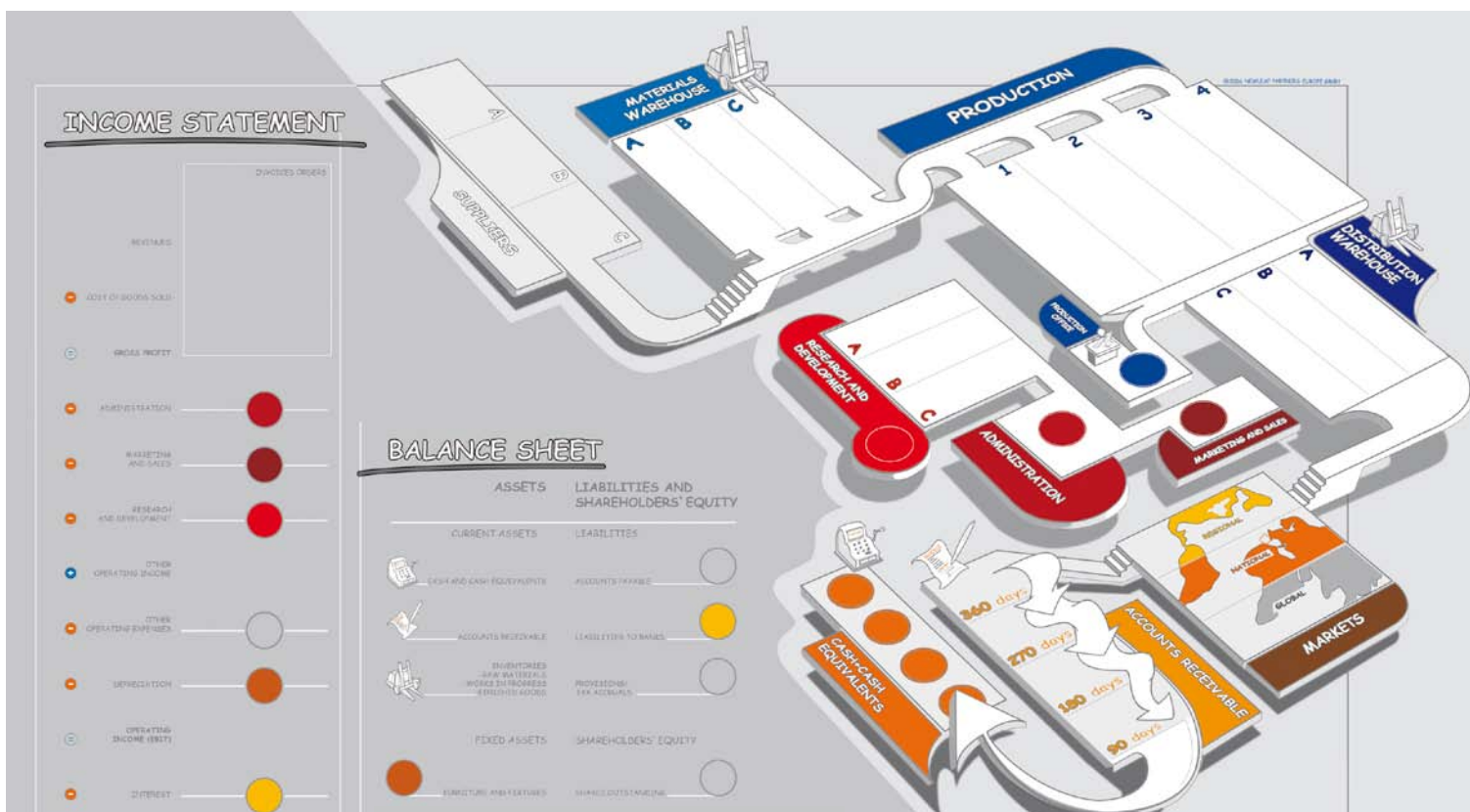
Profit Storm® Inc is a program that empowers your sales force with industry knowledge and financial skills to sell the business value of your solution. It is a hands-on, team-based, interactive simulation, which imparts business issue definition and financial selling skills. Profit Storm® Interactive isn't just a training session. Your sales professionals will walk away with an actual strategic plan that they can implement the very next day with a real customer. They will have learned how to conduct a comprehensive customer analysis and to anticipate and identify customer priorities and then directly address those issues as part of the selling process.

As CXOs and shareholders continue to carefully monitor the company's bottom line, they are demanding proof that all investments show a positive impact on the company's financial results. They want their managers to demonstrate how an investment will reduce cost, generate revenue, or improve operational efficiency. However, the reality is that these project managers quite often do not communicate these benefits in terms relevant to the CXO. And even more disturbing, neither do the salespeople who are trying to convince them to make a substantial investment in their product or service. Typically these two groups — project managers and salespeople — do not have a financial background. They are your customer's operational experts or they are your sales professionals who know the features and benefits of your company's products and services inside and out. But in the economic environment of today's world, that is no longer enough.

*How can you, as a leader of your company's sales force, bridge this gap?*

*How can you change this communications deficit into an advantage that will make your sales force even more powerful than they are today?*

- Teach your sales force to understand their customers' financial indicators and the positive impact that the investment in your product will have on their business
- Help them to speak the language of NPV, IRR, ROI, ROE, ROS, TCO, and Hurdle Rates
- Give them the ability to demonstrate that knowledge to your customers' project managers so they can 'sell' your product to the CEO for you



## A Workshop that Teaches Financial Gain without the Pain

Profit Storm®Inc is a two-to-three day workshop that uses an insightful, realistic, and meaningful board game that puts your sales force in the CEO's shoes. You can choose from a number of industry sectors for which the board game has been specifically tailored. Participants manage their 'company' throughout a fiscal year, making strategic, financial, and day-to-day operating decisions. They see and feel how the money works through the company's value chain and what impact their decisions have on the bottom line at the end of the year.

Through this highly tangible experience, your salespeople will learn – and retain – the knowledge they need to demonstrate value to your customer in terms of financial impact. And they will be able to articulate it in the language that your customer's CXO wants to hear.

- They will understand financial statements and key financial ratios and indicators
- They will be able to clarify and confirm the customer's business issues
- They will align solutions with the customer's key initiatives, and articulate to customer's new ways to cut costs and increase profitability in quantifiable terms

### PROGRAM OUTCOMES

- Understand the key trends and issues that drive an industry
- Experience how different business activities affect the bottom line
- Understand the capital investment process
- Calculate NPV, IRR, payback period and ROI
- Learn how to analyze financial data
- Identify customer priority issues and their urgency to take action
- Align the value of your solution with the key business initiatives of your customer