

# PRESENT SOS

## **SALES OPERATING SYSTEM**

**More Profitable Sales. More Sustainably.  
In Less Time.**

P - PREPARATION

R - RAPPORT

E - EXAMINE

S - SHOW

E - ELIMINATE NO

N - NOW ASK

T - TOTAL AFTERCARE



Ronan Kilroy

Call Ronan on +353(86) 7732201

Email Ronan [coachronan@insthinktive.com](mailto:coachronan@insthinktive.com)

Insthinktive Sales Leadership Ltd. | Blanchardstown, | Dublin  
15, | Office 01 8220523

[www.insthinktive.com](http://www.insthinktive.com)

*More Sales, More Consistently, In Less Time*

# PRESENT

## Preparation



Do your research  
of people and  
company



Plan your call  
and set your  
Objectives



Prepare your  
Sales Toolbox  
in advance

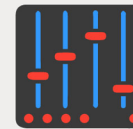
## Rapport



Listen up to  
**80%**



Note both  
Tone of Voice  
and Speed



Adjust your  
Style

## Examine



Question  
Deeply



Diagnose  
the Pain



Analyse  
the Impact

## Show



Adjust your  
Presentation



Tailor  
Your  
Solution



Discuss  
Potential  
Red Flags

## Eliminate No



Discuss  
the Barriers  
Openly



Consider All  
Stakeholder  
FEARS

Finance IT  
Sales Operations



Leverage  
Sales Tools

## Now Ask



Clarify you  
have dealt  
with FEARS



Read the  
Buying Signals



Close  
Confidently  
with 5 ASKS

## Total Aftercare



Thank them  
for their  
Business



Agree the  
Next Actions



Follow-up  
within 12  
Hours

Insthinktive Sales Leadership Ltd.



Blanchardstown, | Dublin 15, | Office 01 8220523



coachronan@insthinktive.com



+353(86) 7732201



www.insthinktive.com



Copyright Insthinktive Sales Leadership Ltd.

## SOS PROGRAMME OUTLINE

#	Session	Key Takeaways
<b>Module 1 - P for Preparation</b>		
1.1 Page 10	Sales Process Mapping	PROCESS - You map out a Dynamic Sales Process, using your Buyer's buying process as your guide.
1.2 Page 17	Sales Pipeline Management	PROCESS - You map out the Sales Pipeline Management Process and learn the 10 Question pipeline Guidance steps
1.3 Page 24	Sweet Spot Client Profile	PROFILE - You create a clear profile of your "Sweet Spot Client"
1.4 Page 28	Sales Pitch Development	PITCH - You refine and create a sales proposition that gets you noticed.
1.5 Page 34	Prospecting	PROSPECT - You complete a prospecting diagnostic and develop a prospecting plan.
1.6 Page 45	Sales Goal Setting and Key Numbers	PLAN - You learn to set sales goals and specific measurable key non-negotiable activity metrics.
1.7	Sales Clarity On A Page	PLAN - You create a one-page team sales plan
<b>Module 2 - R for Rapport</b>		
2.1 Page 52	An introduction to DiSC	You learn the 4 styles of the DiSC behavioural assessment.
2.2 Page 61	Rapport And Trust	You learn how to build trust. How to identify behavioural styles and mirror and match.
<b>Module 3 - E for EXAMINE</b>		
3.1 Page 64	EXAMINE Questioning Process	You learn the EXAMINE Questioning Process and develop your own process. You update the PRESENT SOS.
3.2 Page 71	EXAMINE Questioning Process Roleplay	You learn to use the EXAMINE Questioning Process in an interactive role play scenario.



## SOS PROGRAMME OUTLINE

Module 4 - S for SHOW		
4.1 Page 73	Storyboard Creation	You break into teams and prepare the business case for and against buying your product/service
4.2 Page 77	The Storyboard Creator	You learn how to create a compelling story, using our Storyboard Creator.
4.3 Page 78	The Storyboard presentation	You present your Storyboard to the team in an interactive role play scenario. You update the PRESENT SOS.
Module 5 - E for Eliminate NO		
5.1 Page 81	Handling Firewalls in Sales	You identify the 10 most prominent firewalls you encounter as a team. You then develop your strategies for overcoming these firewalls. You update the PRESENT SOS.
Module 6 - N for Now Ask		
6.1 Page 94	Asking for the order	You identify 5 "asking techniques" that close deals. You then agree your strategies for "asking" and update the PRESENT SOS. .
Module 7 - T for Total Aftercare		
7.1 Page 104	Become a Referral Magnet	You create a plan for generating referrals. You update the PRESENT SOS.
7.2 Page 108	Account Management	You develop account planning strategies and tools for your organisation.
7.3 Page 113	Call Planning	You develop a call planner for your organisation
7.4	Weekly Sales Review	You learn the process for the 30-minute weekly sales review.
7.5	CRM best practice	You prepare a "best practice" document for using your CRM system.
7.6	PRESENT Field Assessment	A performance development tool for the team.







Hi, I'm Ronan. If your definition of a sales consultant is someone who analyses your business, makes recommendations. And leaves. That is NOT me.

I get involved. I DO. I focus on execution. And I'll help you implement a world-class selling system our PRESENT SOS (Sales Operating System).

I am the guy who will challenge you and offer you a different angle. I help you augment your sales leadership skills. I try to see what we can do better as a team. I love to drill down into the numbers and the detail. The data rarely lies. Numbers can be fun when you use them to drive performance improvements.

I can partner with you to free you up to do what you do best. Run your business.

◆ Hard = Easy

I believe that in sales you do what is hard. I mean since when was Sales Pipeline Management sexy? Who says forecasting and planning are fun? I will hold you and the team accountable for the actions that get sustainable and repeatable success.



#### ◆ MY SUCCESSFUL CLIENTS

"We increased and improved focus on the things that matter. Year on Year increase in company turnover and profitability resulting in a high double-digit return on sales " Paul Synnott - Country Manager ESRI Ireland.

"Ronan helped us define and implement a Sales Pipeline Management Process. Our forecasting accuracy and pipeline quality have demonstrably improved. Our sales growth has been averaging 70% per annum" Brian D'Arcy Commercial Director Anam Technologies

"It is definitely having a positive impact on our sales figures. I just wish we had started it 10 years ago! Thank you again for all of your help" Mike Glanville, Sales Director DorteK Ltd.

"The results speak, as we have been able to achieve our goals to date with an increase in turnover by 10% in the Irish market and 20% in the UK". Shane O'Carroll Co-MD. Chemstore

**More Profitable Sales. More Sustainably. In Less Time.**

Email Ronan ; [coachronan@insthinktive.com](mailto:coachronan@insthinktive.com)

**Call Ronan On +353 86 7732201**

# Sales Coaching, Sales Training and Sales Consultancy



Never Generic. Always Tailored To You

One-off engagements

One-Off workshops and Programmes of workshops

One to three months engagement

Minimum six month engagement

Single Session	One and Two-Day Workshops	Sales Infrastructure Diagnostics	Implementation And Management
<p>Behavioural Assessments</p> <p>We offer a full suite of DISC behavioural assessments.</p> <p>You will receive a comprehensive report. And a 60 - minute consultation.</p> <ul style="list-style-type: none"> <li>- Sales Skills Index</li> <li>- DISC behavioural assessment</li> <li>- Talent insights assessment</li> <li>- TriMetric DNA assessment</li> <li>- TriMetric EQ assessment</li> </ul> <p>( We can conduct assessments for teams as well).</p> <p><b>DISC ASSESSMENTS WITH ONE HOUR DEBRIEF €249 PLUS VAT</b></p>	<p>- SalesCOACH training programme ( A minimum Two Full Days or 6 one-to-one sessions)</p> <ul style="list-style-type: none"> <li>- Sales Process Design</li> <li>- Sales Pipeline Management</li> <li>- Sales Prospecting</li> <li>- Sales Storyboard and Sales Presentation Skills</li> <li>- Sales Communication Skills</li> <li>- Sales Effectiveness</li> <li>- Sales Goal Setting</li> <li>- Listening And Deep Discovery</li> <li>- Close More Sales Deals</li> <li>- Handling Objections</li> </ul> <p><b>ONE DAY WORKSHOPS €950 PLUS VAT</b></p>	<p>This is a two stage deep-dive analysis of your sales systems and processes.</p> <p>Stage One We will analyse your</p> <ul style="list-style-type: none"> <li>- Sales Strategy</li> <li>- Sales plans</li> <li>- Sales performance systems</li> <li>- Sales Processes</li> <li>- Sales Pipeline Management process</li> <li>- Sales tools</li> <li>- Selling tactics</li> <li>- Account management process</li> </ul> <p>Stage Two We will make detailed recommendations on how to improve your sales infrastructure.</p> <p><b>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</b></p>	<p>Here is where we excel. We become part of your team. And we work hands-on with you.</p> <ol style="list-style-type: none"> <li>1) We complete the Sales Infrastructure Diagnostic.</li> <li>2) Make recommendations.</li> <li>3) Then we move to execution phase.</li> </ol> <p>We will help you implement a full sales performance management system. Our PRESENT SOS.</p> <p>Including</p> <ul style="list-style-type: none"> <li>- Weekly sales reviews</li> <li>- One-To-One sales manager training</li> <li>- One-To-Group sales coaching and development</li> </ul> <p><b>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</b></p>

Blended Learning - All programmes are reinforced with Video Tutorials and Exercises

CALL RONAN ON 086 7732201 Instinctive Sales Leadership Ltd. | Blanchardstown | 01 8220523 [www.instinctive.com](http://www.instinctive.com)