



Winning
in your
market
through
the
Sales
Academy

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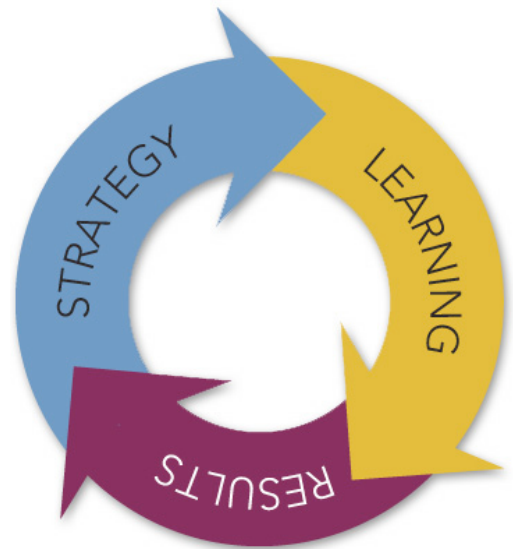
The Sales Academy is an intensive immersion into the skills and behaviors of sales excellence that enables sales people and managers to:

- Consistently perform at the highest level of their potential...
- Against the most challenging competitive pressures...
- While delivering superior value-added service to customers...
- Measured in terms of tangible results

It starts with our client's **Strategy** – what makes them a unique and compelling choice for their customers against their competition
It translates strategy into **Learning** – using the best-in-class core workshops within the Sales Academy

It produces **Results** – improved sales behaviors that lead to:

- Increased new business revenues
- Increased retention of loyal customers
- Stronger profits
- Increased market share
- Shorter sales cycles



It's not sales training...

The Sales Academy is designed and facilitated to help salespeople and managers:

- **Change their beliefs and practices** in order to achieve and sustain significantly greater performance
- **Build a sales culture** of providing superior value to customers
- **Develop conscious competence and commitment** to on-going sales mastery and skill improvement
- **Take responsibility** for meeting or exceeding their organization's strategic goals and business objectives
- **Work together** as high-performing teams

It's about **transforming how people perform** in order to help clients accomplish breakthrough results such as...

- Achieving a 300% revenue growth in 3 years while maintaining high margins – in the face of a competitive price war
- Surpassing their \$10.5 billion revenue budget by bringing in \$11.4 billion in new business – at a time when their competitors were losing revenue

HOW THE SALES ACADEMY WORKS

1. Ronin Enterprises works with senior leadership and sales management to:
 - Clarify and understand the client's strategic goals
 - Identify the sales/leadership competencies that will drive superior performance in support of those goals
2. We then collaboratively define how to effectively measure success through:
 - Performance Metrics – The qualitative improvement in selling and team leadership
 - Business Metrics – The quantitative achievement produced by salespeople and managers
3. Based on the above, we customize Ronin's Sales Academy Curriculum to strongly support the client's strategic goals and rapidly accelerate development of sales and leadership competencies
 - Design the order, focus and sequence of Ronin programs
 - Customize examples, role plays and practice exercises so that participants learn to confidently use new techniques and approaches in their world
 - Integrate each workshop in an overall learning approach that strongly reinforces the sales competencies that drive the client's business
 - Create challenging opportunities for participants to test their skill and knowledge mastery, assess their own growth and development needs, and receive on-going feedback from their peers and our instructors
 - Design intersession activities that help participants translate what they have learned into action that produces results

KEY COMPONENTS OF THE SALES ACADEMY

- Sales competencies – linked to client goals and objectives -- that are continuously reinforced through all the workshops and learning experiences in the curriculum
- Sequential and continuously intensified skill practice in the sales competencies through all the workshops in the curriculum
- An integrated design that ensures a transfer of learning from one workshop to the next throughout the entire curriculum – based on the Selling with CLASS foundation
- Sales team leadership development that helps managers become active, skilled coaches for their sales teams
- Expert facilitation – our instructors are both highly-skilled trainers and equally experienced salespeople

CORE SALES CURRICULUM

A comprehensive immersion on the skills, knowledge and abilities required to:

- Position your products successfully against your competition
- Maximize the acquisition and retention of loyal, profitable customers

Workshop

Positioning and Prospecting New Business

Selling with CLASS

Advanced Selling with CLASS

Areas of Concentration

Define your company's unique value proposition ... Segment your markets for maximum sales growth... target products for the specific needs of key market segments... qualify prospects... acquire and retain loyal, profitable customers.

Establish rapport and develop trust... quickly pinpoint customer's priority needs and goals... motivate the customer to want to buy... close the sale... confidently handle customer resistance in ways that build customer confidence and trust.

Apply Selling with CLASS to the special needs of business-to-business and key account salespeople.

SALES LEADERSHIP CURRICULUM

Highly focused, condensed versions of the core programs for sales managers.

Positioning and Prospecting New Business

Selling with CLASS

Coaching for Business Impact

Leading High-performing Sales Teams

Equip managers to effectively coach superior performance in each of these critical skill areas.

Coach superior performance and build continuous skill improvement – against constantly increasing qualitative and quantitative standards of excellence.

Achieve breakthrough performance from their sales teams.

CUSTOMIZED CURRICULUM

Based on strategic goals, competency level and business focus, clients select from these programs those that most strongly meet their needs:

Breakthrough Negotiation Skills

Winning Sales Presentations

Influence Power

Writing for Results

Breakthrough Thinking

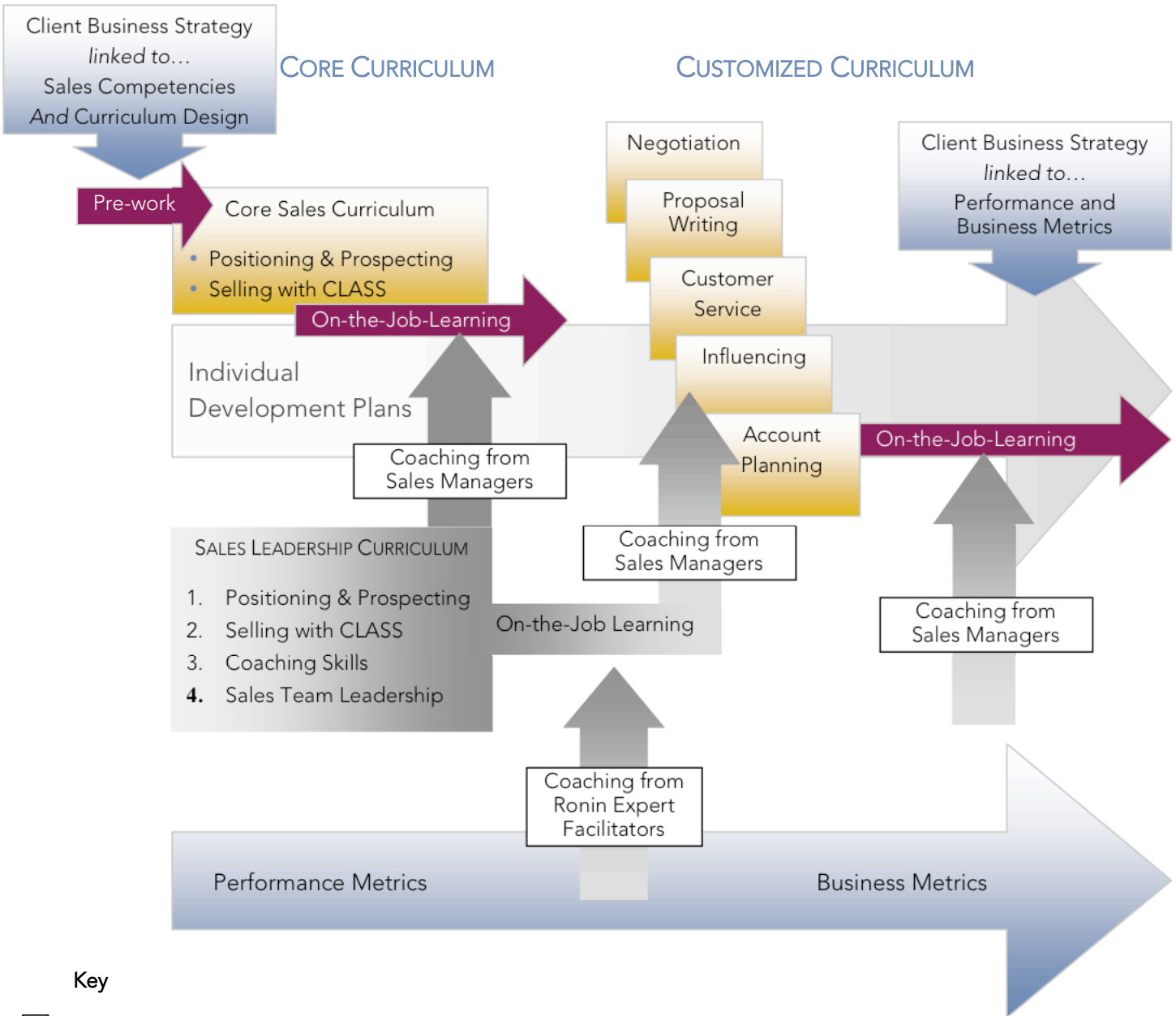
Create win/win agreements with customers that maximize profits and business growth for your company.

Apply Selling with CLASS approach to delivering successful new business presentations.

Develop relationship leverage with key stakeholders in your external market.

Design and write winning sales proposals.

Create breakthroughs for major customers that help them achieve their priority business needs... and thus strengthen their loyalty to your company.



As a result of these programs, you can expect sales people to:

- Demonstrate marked improvement in core and advanced selling skills – as individuals and sales teams
- Achieve significant improvement in business results such as new customer acquisition, market penetration, sales revenue growth, customer loyalty and asset retention
- Take increased responsibility for their own performance and continuous skill development
- Develop strong, value-added customer relationships and business relationships
- Sell more efficiently and profitably by shortening sales cycles, leveraging referrals from loyal customers

You can expect sales managers to:

- Transition from being administrators to becoming skilled coaches of high-performing sales teams
- Develop strong leadership skills and thus increase their leadership value to the entire organization
- Positively impact their external market environment to increase sales opportunities
- Build strong alliances with internal stakeholders such as marketing and distribution

RONIN'S COMMITMENT

- Inspire, educate and focus the people within the sales organization.
- Deliver increased sales effectiveness and improved business results for existing sales people, together with ensuring new salespeople and managers can "hit the ground running."
- Constantly monitor and adapt all workshops to reflect the skills of the participants and the changing business requirements.
- Ensure all workshops in the program are consistent and continuous, yet flexible and relevant.
- Fully support the sales management team in their development.

"These ideas have helped us turn mutual respect between us and our clients into a powerful business tool."

Ian Capps, CEO, PR Newswire

"Since taking the course, my co-worker in Ft. Lauderdale and I were able to sign ten new home health care contracts that turned into \$600,000 in sales with an increase of 423% growth in this market over the prior year."

Pete Franzone, Sales Rep, Novartis

"I was able to apply the 'lessons learned' immediately, on the last day of the seminar. By thinking through the strategy of the call and employing a different route to the ultimate end, I got more from the deal than I could have expected and we are both happy with the outcome."

Doug Sesler Vice President, The Travelers

"This is not a training program. We were amazed that we were able to impact our bottom line in the first nine months of the program and produce our best year."

Emily Moukas, Manger of Sales Development, TIAA-CREF



Ronin Enterprises is a 21st century company committed to partnering with our clients to increase their competitive strength and build the organizational and individual capabilities required to win in their marketplace.

As practice leaders in innovative, integrated learning design, we work with clients to:

- Transfer learning from the classroom to the real world
- Create a commitment to continuous learning and improvement within their company
- Build organizational resiliency, innovation and initiative in dealing with a constantly changing, unpredictable business environment
- Leverage technology to capture and transfer individual knowledge capital into a company asset
- Develop – deeply within the organization – those core competencies which directly impact our clients’ strategic goals and bottom line results

As partners with our clients, our team of 14 consultants is committed to living the values of integrity, service quality, and accountability we help their employees learn. The value-added relationships we establish with clients allows us to manage large, complex, long-term projects flexibly and responsively – while still keeping project outcomes, deliverables, deadlines, and budgets in sharp focus. We have a 15-year history of partnering with our clients for results.

A partial list of our clients includes:

- | | | |
|-----------------------|-----------------|-----------------------|
| • The New York Times | • JP Morgan | • TIAA-CREF |
| • Travelers Insurance | • Chase Bank | • Eli Lilly |
| • PaineWebber | • Merck | • Sandoz |
| • IBM | • UBS | • Merrill Lynch |
| • Citibank | • Mercedes Benz | • Armstrong |
| • PEMEX | • Lufthansa | • Sony |
| • General Electric | • Cisco | • Novartis |
| • AT&T | • Sony | • Boeing |
| • American Express | • Nissan Motors | • Andersen Consulting |

The inspiration for Ronin Enterprises derives from the word “ronin,” a class of masterless Samurai. These warriors were professional talent-for-hire. The Ronin were renaissance thinkers in their time, widely recognized for their resourcefulness, attention to detail, and commitment to excellence. Today, we honor the ronins’ tradition of being dedicated change agents, and share their values, which we bring to each project and client relationship.



RONIN ENTERPRISES IS A CERTIFIED WOMAN - OWNED BUSINESS.