



Peak Potential Selling™

Unlike many professions for which you would study and certify, sales is typically a “learn as you go” profession. By some estimates, only 5% of sales professionals regularly augment their on-the-job experience with sales coaching and sales training. The result is that many sales people know only a fraction of the best practices that exist in their industry. Worse, they have developed bad habits that are unknown to them and negatively impact their performance every day.

Contributing to a lack of formal training is the limited effectiveness of off-the-shelf training programs. At best, generic training programs only provide foundation level skills. They do not take into consideration an organization’s unique market, products, and capabilities. They do not leverage an organization’s unique assets. Nor do they take into consideration an organization’s sales tools, incentive plans, forecasting methods, or management approach. To address these issues, Alpine Link offers targeted professional services that enable organizations to reach the highest levels of sales performance.

Alpine Link’s Peak Potential Selling™ services leverage the normally disparate capabilities of sales improvement, self-improvement, leadership development, and business transformation. By combining these competencies, Alpine Link gets to the root of enabling peak sales performance. Our clients gain the synergy that only comes with the cross domain understanding of human behavior, processes, and systems.

Alpine Link’s Peak Potential Selling™ is principle based and blends the best practices of value selling, relationship selling, solution selling, and consultative selling. On their own, each of these misses key selling principles. Together they offer a robust set of selling principles. When customized to an organization’s specific needs, they are transformational.

Selling principles not only apply to direct sales pursuit team members, but also in-direct channel resources and non-sales professionals such as consultants, customer service technicians, and senior executives who are in contact with customers and in an ideal position to sell, yet lack selling skills. Alpine Link’s Peak Potential Selling™ accommodates these indirect sales professionals to better leverage indirect selling opportunities.

The Alpine Link Peak Potential Selling Value Chain is a key resource used to identify the key points of value-add in the selling process. It focuses organizations on value adding activity as seen from the buyer’s perspective. Once the value chain is established, other important sales attributes are easily defined including skills, role interaction, forecasting stages, pipeline management metrics, sales compensation elements, and competitor metrics.

Customer Buying Cycle

Seller Phase	Account & Territory Planning	Marketing & Demand Generation	Prospecting & Business Development	Sponsorship & Qualification	Engagement & Req'ts Discovery	Proposal & Solution Confirmation	Negotiation & Contracting	Delivery & Installation	Account Support & Management
Buyer Phase	Un-awareness	Awareness	Knowledge	Interest	Understanding	Desire	Commitment	Trust	Advocacy
Value Adding Activities									
Phase Owner, Roles, Skills									
Pipeline and Forecasting Stage									
Key Performance Metrics									
Reward and Compensation Elements									
Role Performance -Minimum expectations -Outstanding expectations									
Key Competitor Performance									
Industry Performance									

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Alpine Link Selling Value Chain Template

Reaching peak sales performance requires attention to areas beyond your sales approach, skills, training, and incentives. Sales tools, new hire orientation, competitor insight, market messaging, value proposition, lead generation, and other areas all impact sales performance. Being in the business of improving sales performance and not just sales training, Alpine Link uniquely understands and addresses these areas where needed.

Alpine Link’s Peak Potential Selling™ services include:

- Peak Potential Sales™ Training
- Sales Training for non-Sales Professionals
- Leadership Development for Sales Managers
- Selling Value Chain Discovery
- Sales Approach Transformation
- Sales Pursuit & Account Penetration Coaching
- Marketing & Sales Conduit Generation
- Sales Kit Development

For more information on Alpine Link’s Peak Potential Selling™ professional services, contact Mike Hawkins at 970-453-4924 or email mike@alpinelink.com.

Alpine Link Corporation – Your link to reaching peak potential