

# Company Overview

## *ProAct Business Development*



### Transformational Change Sales Training

ProAct focuses on transforming the way people work with their customers. With the ever changing technology and economic changes, selling organizations must evolve to meet the challenges of the highly competitive marketplace of today to continue to be successful.

Investment decisions are no longer technology driven; they must show strong business and financial return. This poses a major sales challenge for many technology suppliers, in developing 'Compelling Business Propositions' that will achieve approval at Executive Board level.

Our clients define this 'Sales Transformation Challenge' as one of moving from a largely reactive to a more proactive sales approach and from a product-oriented to solutions and business value selling styles. Using our highly participative processes, based on a 'learning-by-doing' approach, our interactive workshops transform sales teams into business value selling organizations. ProAct Business Development utilizes only experienced sales executives to work with our clients to help them to affect this sales transformation.



### ProAct Business Development

ProAct operates globally, working with customers in the complex B2B sector across North America, Europe, the Middle East, Africa, Asia, and Latin America with support for six different languages.

ProAct is in the business of helping organizations transform their sales operations through real behavior change. Using innovative and unique participative learning techniques we 'Put the Theory into Practice'.

We help our clients reach their business goals by through effective transformational programs:

#### Specific transformations

- Product to Services mix
- Cross-selling
- New technology introduction
- Product Launch Programs
- Sales team integrations - post-M&A's
- Increasing capability and mindshare of channel partners
- Sales organization turn-arounds

#### Generic transformations

- Developing existing accounts
- Transaction to Solution to Strategic Selling
- Increasing average sale value
- Improving overall win (close) ratios
- Lower the cost of selling
- Reactive to Proactive approach
- Services Acceleration
- Improve funnel accuracy

### Our People

We strongly believe that in order to conduct our workshops with impact needed to begin the behavioral change, our Associates must be seasoned professionals with many years of sales and sales management experience. All ProAct Associates have relevant industry experience in Sales, Marketing, Management and Leadership positions; they have a multi-dimensional understanding of the sales process and customer interfacing.

The profile of the typical ProAct Associate includes:

- 20 plus years IT sales experience (preferably with Service or Software background)

#### ProAct at a glance

- Offices in North America and EMEA
- Established 2000
- Delivery in local language and customized to meet your goals
- Clients include major multinationals and strong regional players
- All Facilitators and Consultants are former high level corporate Sales and Marketing executives

## Company Overview

- Sales Manager/Director/Vice President/President background
- Experienced in public speaking, energetic, personable, up-beat attitude

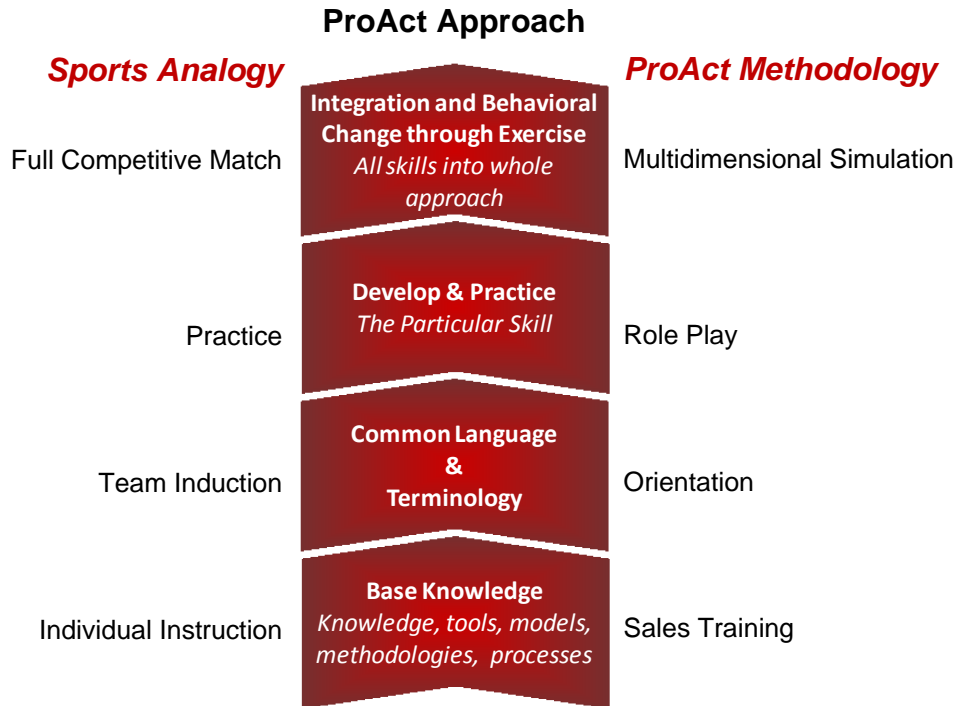
Our staff's experience, adds additional credibility to the workshop since they have lived the life of the Sales Executive, have the battle scars to prove it, and can communicate their personal sales experiences.

### Business Improvement Program

The transformation of customer facing / go-to-market teams can only be effected through the implementation of a tailored and comprehensive Business Improvement Program.



At the heart of any assignment we use our unique participative learning experiences to bring about real change in behavior. We work with your existing sales models or utilize our own best practice approaches, to ensure integration with existing development programs. The models and tools are applied in a real life environment to ensure that their use is integrated as part of general behavior, and to give the confidence needed to adopt new approaches.



Inherent in our approach is working closely with sales management and others in the organization to ensure that an environment is created that will support the transformation, and to embed changes with continual coaching and reinforcement.

### Assisting diverse areas

We can assist with many aspects of sales transformation, including:

<b>Sales Leadership</b>	Developing and implementing behavior change programs to proactively generate additional business
<b>Marketing</b>	Enabling high impact product launches and significantly reducing 'sales lag' between introduction and volume sales
<b>Channel Sales</b>	Empowering your direct and indirect sales channels to quantify and sell your solutions proactively and more effectively
<b>Learning &amp; Development</b>	Complementing and enhancing existing investments by incorporating them into our programs and 'Putting the Theory into Practice'.

### ProAct Programs

All of our programs are highly customized to ensure their relevance your sales teams. We work closely with you to implement a Sales Business Improvement Program not simply run Training Courses. Our comprehensive range of programs ensures that we can tailor a Sales Business Improvement Program to meet your specific requirements:

- LEAP – Launch Effectiveness and Acceptance Program
- FSS - Foundation Selling Skills
- MAP3 – Managing Accounts Proactively
- MAP2 - Sales Opportunity Planning
- BVS – Business Value Selling
- S3 - Successful Solution Selling
- S4 - Late Cycle Issues
- BOSS/M - Sales Management
- SMC - Sales Management Coaching
- ELS - Executive Level Selling
- SC - Sales Camp
- TEL - Telemarketing

All the Workshops are highly interactive and practical, ensuring the real-life adoption and application of the materials presented

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