

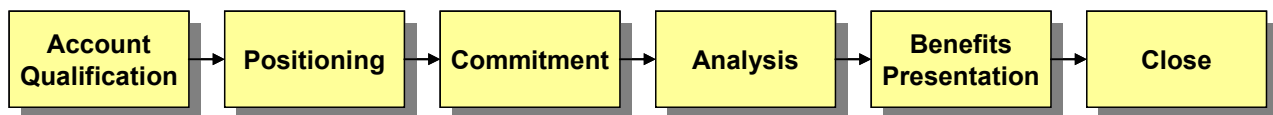


Sextant Sales Navigation Process™

The *Sextant Sales Navigation Process™* is unique in that it takes a proven and repeatable sales process, and tailors it to how you go to market. Using customer-engaging strategies, the Account Manager differentiates themselves and their company by leveraging their unique value propositions to address key customer benefits.

It includes practical sales strategies and process improvements that will help you better position yourself and your company with potential customers, plus sales development questions and account penetration techniques that will help open the right doors and to gain critical customer information.

Over the last ten years, this process has helped over a thousand Sales and Account Managers across a variety of industries to achieve significant and sustainable results. Our goal is for your customers to view you as a valued business partner, essential to their success.



Account Qualifications

- Who do we want to sell?

Positioning

- Establish Credibility
- Engage the Customer and Establish Expectations
- Encourage Feedback
- Over Communicate

Commitment

- Determine if the is customer serious about evaluating you as a supplier
- Or is convinced your company can help them

Analysis

- Understanding all the customer's needs and challenges
- Evaluate the Customer's overall operation

Benefits Presentation

- Identifying Value Propositions and Multiple Benefits
- Creating Solutions
- Develop a presentation that proves your companies is the best solution and there is no reason to look elsewhere

Close

- Ensure your recommendation creates a "need" in the customer's mind for your solution
- Understand the customer's buying process
- Be Prepared to handle their objections