




Big Sale Factory



We've helped land over \$5B in new large account sales for our clients.

We want you to be next!

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The Program

Over the course of Tom Searcy's 20+ years in landing large accounts and rapidly growing companies, he's developed a process that we call the Big Sale Factory for new business acquisition. It's a two level program taught through face-to-face sessions and webinars over a 6 month period. It teaches you how to land your biggest sales, those 10-20 times the size of your average engagement, time and time again. Level 1 "Build the Machine" designs your sales process and tools in the working sessions; and through application and implementation webinars installs the process in your company. Level 2 "Build the System" add systems to the process making it replicable and scalable. In the working sessions your team is trained to a tool that directs your specific hunt strategy. Following the session, the implementation webinars facilitate the use of this tool through your hunts. Through this 6 months, you and your team build a factory, putting the same inputs in and getting the same outputs out - the Big Sales - nearly every time.

We've taught and custom tailored this process to the specific industry and company needs to over 200 companies, resulting in over \$5 billion in new sales.

Our clients have landed their biggest deals through this process, for example:

- A supply chain management company that landed 4 Fortune 10 companies each worth a multi-year, multi-million dollar contract
- An advertising company that grew 50% in less than 10 months in an industry shrinking at 8%
- A consumer package goods company that landed a \$10M deal
- An engineering firm that landed a \$15M deal
- A systems integrator that landed a \$22M deal that doubled the size of the company

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The Outcomes

Because this is a strategic corporate approach to business growth, we keep all classes small (5-7 companies or less than 35 people) to ensure individual attention. All sessions including webinars are for exclusive to the just your class.

At the end of Big Sale Factory, you and your team will have:

- A prospect screen so you will know exactly the prospects you should and should not be hunting.
- A defined proven prospecting process to gain traction within your targets
- A business acceptance process that eliminates wasted efforts
- A compelling corporate message designed to secure executive sponsorship
- A stage-gate sales process with measures along the way for landing large accounts
- A dashboard and management tool set for directing and managing every aspect of the sale
- Techniques for creating the best possible team for each sales opportunity
- Management plans for removing inefficiencies and accelerating performances
- Hunt execution packet and templates for ongoing use

All of the clients that follow the program all the way through implementation have landed at least one if not more of their targeted accounts within their first year.

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Level One

The Two-Day Kickoff Curriculum

Day 1:

Introduction / Thought Starters

Define your transformational account (TA): a transformational account is your target opportunity. What does that look like for your company?

Build your prospect screen. Define your company's "sweet spot" for transformational accounts. Define how you will qualify your TA.

Build your TA target list. Using the accounts you're currently pursuing, outline the additional information you need to see if they fit in your prospect screen of deals you should hunt and what steps you will take from here.

The Iron Triangle vs. Business Problems. The Iron Triangle is product/quality, price and service. Companies do not buy this; they buy solutions in terms of time, money and risk. Time is not service, money is not price, risk is not quality.

Exercises for Executive Sponsorship. Tailor your solutions to the people you're talking to. Define your key market segment in 25 words or less and then answer the question: what does your company do? What business challenges do you solve? Answer in terms of time, money and risk.

How do executive buyers think? Determine who you're talking to and what motivates them and what they need to hear to buy.

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Thought starters. What actions can you take to put your takeaways in play now?

Day 2:

Understanding the Buyers Table. Create your buyers' table and analyze your table as a team. Now populate the buyers' table with the decision team and the hunt team in terms of influencers, decision makers, point team and hunt team.

Fear vs. Advantage. Who has the advantage? How are you currently scaring big companies?

The Buying Process. Learn how advantage and fear work together with the executive sponsor, the buyers' table and the eels in the deal. How are the sales focus and the sales process cycles related in terms of advantage and fear?

Fears and Fear Breakers. What fears do your TAs have? What tools do you have to break their fears?

The Big Sale Factory. Create your sales process. Learn the steps you need to win and win big every time. Build your factory with these factors as your dials: their people, our people, their information, our information, cycle time.

Movement vs. Motion Dashboard. Movement refers to the achievement of each of the steps in the process while motion refers to all of the activities that make up a movement. Learn which you are doing and how to manage your dashboard.

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Thought Starters: What are the key ideas and what are you taking away? What actions can you take to put these ideas in play now? Who are you going to call tomorrow?

8 Weeks of Implementation: Weekly Webinars and Homework

Call 1: Apply your prospect screen and know your TA

Call 2: Put your prospect screen to work and hunt your TA

Call 3: Engage your TA using your new tools

Call 4: Develop your Team

Call 5: Develop your dashboard and capture your TA

Call 6: Pull the trigger and wrap things up

Call 7: Avoiding the trip ups

Call 8: Best practices

The weekly implementation webinars are a live interactive session to problem solve, strategize and work through the execution of the process. Each team has homework to be completed that implements the strategy, idea or tools for that week's implementation of the process. (i.e. interval based implementation for ongoing behavior change)



Level Two

The Two Day Kickoff Curriculum

Day 1:

Review / Troubleshoot Level 1: Kickoff will begin with a calibration of all the key concepts and tools from Level 1, and how you have been applying them to your business. This will be the time to discuss questions and issues you had when incorporating Level 1 ideas into your sales process, as well as any wins you have had as a result of using those new concepts.

Patterns & Anomalies: This exercise is a rapid recall of all that you have learned thus far from your Transitional Accounts; it will capture your best practices for winning.

Hunt Execution – Pitching the Best Opportunities: Working through the first half of your Hunt Execution Packet, this material will cover people dossier, status dossier, prospect scan and the change energy threshold worksheets. You will first figure out if you are ready to hunt, what else you need to know about the prospect, and whether or not they are actually going to trade out vendors. Next you will map out how to position your team to win through people and messaging.

Day 2:

Hunt Execution - Giving the Best Pitch: The Change Motivation Triage worksheet will help you spell out your prospect's real issue and the outcomes they need from you in order to sign. You will use those elements to then focus your pitch. The Meeting Matchup exercises will help you to build a closing meeting presentation by identifying the people in the meeting and the roles and responsibilities on both their

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side and your side. Finally, the Big Show Checklist will ensure that you don't miss anything in your most critical, client facing meetings.

Controlling Your Messaging: Using the 45-Second Power Bio and Warm the Room Script you can credentialize you and your team, standardize your introductions, establish rapport and set the tone for the meeting. In the Peek-A-Boo exercise you learn how to give your Executive Sponsor a preview of a proposal or presentation to gain insider information that will help you win in the meeting. Lastly, the Agenda Template will help you to concisely layout the purpose and outcomes of a meeting so you stay in control from start to finish.

90 Day Sprint Plan: Establishes a defined plan for the next 90 days that implements all the key concepts from the last 2-days into action.

8 Weeks of Implementation: Weekly Webinars and Homework

Call 1: Keeping Pipelines Lean and Clean

Call 2: Messaging Better

Call 3: Sharper Sales Communication

Call 4: Tempo

Call 5: Reconnaissance

Call 6: Preparing for the Pitch

Call 7: Dealing with Eels

Call 8: Running a Multi Hunt Team

As you can see Level 2 works through the mechanics and strategy to make the process easier, more efficient and a more effective system.

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Who Should Attend

Since this is a highly collaborative executive training program, we recommend that you bring 3-5 key players from your C-suite team, including President/CEO, VP Sales, COO and CFO. For some companies this team may also include 1-2 of their high level sales representatives.

For maximum benefit it is necessary to bring a team no less than 2 but no more than 7 per company. If your company structure requires more than 7 to go through the program, please call, Carajane Moore, President, (317.847.8037 / carajane@huntbigsales.com) about our custom consulting programs, which may be a better fit for you and your company.

Testimonials

For testimonials, please visit our website – www.HuntBigSales.com.

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Program Dates for 2012

Level 1

February 15-16
Chicago, IL

September 12-13

May 2-3
Chicago, IL

November 7-8

Level 2

April 17-18
Chicago, IL

October 10-11

*Check the website for additional session dates and times.

Pricing

Price per level:

Price includes 2 day executive training including snacks, lunch and beverages throughout the day, 8 weeks of implementation webinars and all materials.

2 attendees \$5995	3 attendees \$8995	4 attendees \$11,495	5 attendees \$13,495
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Save by paying for the full program upfront:

2 attendees \$10,995	3 attendees \$15,995	4 attendees \$20,495	5 attendees \$24,995
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Registration and Contact Info

Ready to register your team? Visit www.HuntBigSales.com/Workshops.php, or contact:

Kristen Chandler

Big Sale Factory Sales Coordinator

kristen@huntbigsales.com

317.288.4157

Want to see if this is a good fit for your company?

Call Kristen to sign up for a 15-minute assessment call with someone from our team.