

TPS Overview

Sales System

Aarthun Performance Group, Ltd. (APG) has been helping companies improve financial performance since its inception in 1990. Recognizing the need for salespeople and sales managers at all levels to become better business people, APG customizes and develops programs that demystify finance and build value selling skills. Whether a customer is focused on improving ROA, ROE, EVA™, or optimizing capital through operational improvements, we help sales organizations understand how to quantify and sell their value.

What We Do

Customers are becoming larger, stronger, and more demanding, and they are under tremendous pressure to **grow** revenue, **manage** expenses, and **redeploy** capital. More than ever before, there is a need to build profitable relationships higher in the organization. **The Profit Specialist®** builds better business people through a high energy and creative business simulation workshop built around your business and your customer's business. We help account managers understand the key business issues and financial drivers that influence an executive's decisions. We build the competencies to translate solutions into strong Profit Proposals for executives that drive one or more key metrics like ROA, ROCE, or managing capital.

Our customers tell us that there are three reasons why our solution has been successful in their organizations:

- **We change the mindset** from selling products and services to selling profit improvement (how to quantify and sell economic impact). This begins with understanding a customer's financial drivers, how to analyze their business, and how to quantify and connect your value to their financial needs.
- **We change behavior by installing a system**
This includes a blended learning approach including an electronic preview, financial literacy and skills, a value selling methodology, sales tools, electronic reinforcement, WebTool to track performance, coaching, and more, all designed to sustain the change in behavior.
- **We help our customers achieve measurable results**
Many of our customers target issues like improving margins, price increases, competitive wins, account penetration, and profit impact. We maintain contact with our customers to ensure they achieve results in the field through our learning, tools, and methodology.

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How We Do It

- We customize a three-year business simulation around a customer's business, operational issues, and key financial drivers. By embedding this data in the simulation, the learning is accelerated with greater impact. It also serves to reinforce the organization's performance goals.
- During Year 1 we create pain. During Year 2 we identify remedies and profit improvement strategies you deliver to see the impact on a customer's key metrics (how to "turn the dials" on financial performance and value). In Year 3 participants compete as teams including making key decisions that directly impact financial results. There are winners and losers based on their final scorecards.
- We provide a number of learning exercises and case studies along with a set of tools to apply the value selling approach and financial learning to real business problems or opportunities. Participants work on a customer Profit Proposal presented during the workshop and implemented after the training.

Outcomes

To win the battle for profits and sell your solutions, your sales team will

- Think like an owner/senior manager
- Talk the customer's language of business and profitability
- Understand the economics of your business and your customer's business
- Position your products and services as an investment, not a cost

Your sales team will learn to

- Identify customer profit improvement needs
- Translate solutions into customer profit improvement
- Defend price, and price for profit
- Earn the right to call higher

Working with Aarthun Performance Group, Ltd., your sales team will be able to

- Link multiple products and services as a solution that will improve business and profits for the customer
- Quantify the improved business results and profitability you offer the customer
- Justify and receive premium prices for your products and services
- Track and measure their quantified value case with the customer

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