



Corporate Sales Strategies – The Total Solution

A Comprehensive Approach to Achieving Success in Corporate Sales

Presented By:

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Whether you are planning to launch a new corporate sales initiative or are seeking to increase the performance of an existing channel, many questions exist. Corporate Sales Strategies provides a total solution that encompasses many of the key issues being considered by club owners today.

The Corporate Sales Opportunity

Why sell to corporate accounts?

What components (both pricing and non-pricing related) should be included in the corporate offer?

What level of new members and revenue can be generated through corporate sales?

Staffing

Who should be responsible for selling to corporate accounts?

Are club managers and staff best suited to sell corporate accounts in their territories?

What types of prior experience and skills should corporate reps possess?

What is the best way to source, recruit and hire new corporate sales reps?

How are corporate sales reps/managers compensated?

The Sales Process

What types of sales tools are needed by the corporate sales rep?

What is the most effective sales process, or sales model that can be used to sell to a corporate account?

Is there a difference in the sales process to a small vs. large account?

What are the key next steps once a new account has been sold and setup?

Marketing

What are the most effective ways to generate leads and prospects?

Once a new corporate account has agreed to do business with a club, what are the most effective alternatives for marketing to its employee base?

What level of account penetration can be achieved? What are the timeframes?

Performance Management and Improvement

How is the performance of the corporate sales program measured and managed?

What are the key components of sales activity? What models can be used to track and manage the key activities of the corporate sales rep?

What can be done to increase the performance of an existing corporate sales program?



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IHRSA's 26th Annual Int'l Convention and Trade Show

Presentation Overview

What We Will Cover:

- ⇒ Corporate program design and development
- ⇒ Corporate selling strategies and techniques

The Value of a Corporate Sales Program:

- ⇒ Accounts, revenue and members
- ⇒ Market penetration

The Employers Business Case For Health and Fitness Programs

- ⇒ Tangible benefits
- ⇒ Intangibles

The Corporate Offer:

- ⇒ Wellness programs
- ⇒ Pricing and price integrity
- ⇒ Value-adds

Staffing For Optimal Results:

- ⇒ Organizational structure
- ⇒ Hiring and Recruiting
- ⇒ Compensation planning

Operational Processes:

- ⇒ Billing
- ⇒ Enrollment
- ⇒ Sales related

Performance Measurement:

- ⇒ Key dimensions
- ⇒ Reporting process

Lead Generation:

- ⇒ Corporate marketing campaigns
- ⇒ Networking
- ⇒ Club-based programs



Presentation Overview Continued

Corporate Selling Strategies:

- ⇒ Two dimensional sales model

The Corporate Sales Cycle:

- ⇒ Contact
- ⇒ Qualify and Fact Find
- ⇒ Present
- ⇒ Close
- ⇒ Implement

Selling Skills:

- ⇒ Positioning the program
- ⇒ Understanding the decision making process
- ⇒ Identifying and developing the need
- ⇒ Solution selling

Sales Tools:

- ⇒ Sales presentations and proposals
- ⇒ Contracts and Employee Marketing Addendums
- ⇒ Marketing collateral
- ⇒ Web site page(s)

Sales Activity = Sales Success:

- ⇒ Setting sales activity objectives
- ⇒ Tracking and reporting (weekly/monthly)

Strategic Selling:

- ⇒ Account profiling
- ⇒ The Sales Funnel
- ⇒ Account reviews

Implementation:

- ⇒ Partnering for mutual success
- ⇒ Employee communication and sales programs
- ⇒ On-site sales events
- ⇒ On-site wellness seminars and workshops

Keys To Success / Q&A



The following consolidated summary of documentation provides the foundation for the development and management of a high performing corporate sales program:

Program Design and Development

The Offer:

- Fitness-related service offerings
- Pricing alternatives
- Wellness programs

HR Toolkit (both sales rep and manager):

- Recruiting/hiring strategy, process and interviewing tools
- Position descriptions
- Job postings and alternative candidate sourcing documentation
- Performance objectives
- Compensation alternatives, plans and corresponding financial models

Contracts and Supporting Documentation

Financial Modeling – Sales, Revenue, and Compensation

Operational and Supporting Processes

Sales Channel Implementation

Sales Tools:

- Client communication templates
- Sales presentations
- Sales proposal

Initial Sales Training:

- Program launch and basic training
- Club rep training

The Sales Process:

- Prospecting and client contact scripts
- Fact finding and qualification models
- Account profiling
- Sales call planners

Marketing

Corporate-level Marketing Programs:

- Marketing strategies and themes
- Direct mail templates and letters

Employee Marketing Programs:

- Employee marketing strategy and alternatives
- Employee communications and marketing materials
- On-site sales events

Workplace Wellness

Workplace Wellness Seminar Kits:

- PowerPoint presentations and corresponding participant handouts
- Program announcement communication templates

Performance Management and Development

Sales Management Process:

- Activity and performance objectives
- Sales activity tracking and reporting program
- Performance tracking and reporting program
- Sales Force Automation

Corporate Sales Training and Performance Coaching