

A Breakthrough Method
Formula

Powerful Mindset Shift

New Logos



Dialexis, inc™

Driving New Revenue
Reach More Decision Makers

Get In

SOAR SELLING

How To Get Through to Almost Anyone

the Proven Method for Reaching Decision Makers

Demand Creation

Net New Business

Win In a Tough Market

Challenge Your Talent

ARE YOU IN?

New York | Orange County | Toronto | Washington DC | Denver
www.soarselling.com

INTRODUCTION

While other training organizations focus on what salespeople do once they get in, Dialexis realized that the real issue facing salespeople was how to get in! Since 1988, Dialexis relentlessly pursued a professional strategy that would provide salespeople with the key techniques necessary for making C-Level contact while making fewer initial calls.

As a result, Dialexis discovered a selling formula and field-tested that formula within a multitude of corporations and industries. After conducting hundreds of net-new prospecting calls throughout key markets in the United States, Canada and Europe, the results were profound.

Salespeople involved in the discovered process were able to make contact with a decision maker or high influencer up to 90% of every net call made! SOAR was subsequently born. When combining accountability and tracking, SOAR produced a consistent ROI (return on investment) of 200 to 2000%. These performance results were measured over a 12-week period.

Organizations throughout the world are now introducing SOAR to their sales force and changing the way executive contact is made. They are enjoying substantial ROI and are providing a powerful solution to their sales teams on how to get through to almost anyone!



Jeffrey Wangler
Presidents, AIReS

“ Our company has grown significantly since we started training everyone with SOAR. When we first met we were about a \$40 Million dollar company – today we are nearing a quarter of a Billion dollars in revenue and growing in the worst economy ever. ”



Andrew T. Berlin
Chairman & CEO, Berlin Packaging, and Limited Partner, Chicago White Sox

“ When it comes to driving net new business, SOAR has been at the forefront of the Berlin Company strategy because it works! ”



Mel Parker
Vice President and General Manager North America, Dell Consumer

“ SOAR Selling is essential for any professional organization committed to sales excellence that delivers a superior customer experience. ”

OBJECTIVES

Provide mental & tactical skills for demand generation

Demonstrate techniques for a 80%-90% contact rate on net new dials

Return a substantial ROI in just 12 weeks

Increase individual confidence when prospecting

Increase appointments per dials

Reduce attrition

Make fewer dials with a significantly higher contact percent

Create a new sense of urgency for prospecting

Deliver a strategic calling process for experienced sales professionals

Day 1 - Leadership

SALES EVOLUTION program overview

Day 1

Value Statement

Value Statement Development provides answers to the question of - What do I say in the first 30 seconds of a call that is compelling enough for the contact to engage in conversation?

The VSD program is delivered in a workshop format with key members from the Sales Leadership team. Together with the Dialexis facilitator, effective Value Statements are developed that speak to the Unique Marginal Difference COMPANY X brings to the marketplace in various vertical markets.

Day 1

SOAR Player/Coach Training

Dialexis will train 1-2 of your Leaders to become SOAR Player Coaches for your organization. They will be able to Coach Salespeople on calls and help them avoid the common "pitfalls" that happen on all prospecting calls! These leaders will then be able to coordinate with SOAR trainers to create success on all SOAR calls within your company and become a go-to for the dialing process!

Day 3 - Implementation

Day 2

Live Dialing

Following the delivery of SOAR mechanics, all attendees will be provided the opportunity to 'live dial' into net new COLD targets with instructor led direction. As a result of the live dialing experience attendees will walk away knowing that Soar is not simply a concept, but a successful formula for driving net new business.

Scan Now to Watch a
LIVE Dial



Sustaining SOAR

Sustaining SOAR

SOAR Selling Online

SOAR Online is the integrated platform that provides all the resources needed to sustain the momentum of SOAR within an organization. Access only requires a browser; so sales professionals can use SOAR Online resources from any location with internet access.

Sustaining SOAR

Tracking

Once SOAR has been launched live into an organization, a 6-Month Metric-tracking process is utilized that delivers exacting post statistics relevant to ROI. Those statistics include the number of net new business dials, decision maker contacts, appointments, pipeline production and closed revenue. SOAR Metric-tracking provides leadership with evidence of individual and team commitment allowing for success coaching.

Day 1

Objection Handling

This section of development focuses on how to handle objections the sales team encounters during an initial call. The objection-handling format is a hands-on approach with the team invited by leadership and details out specific responses to the most difficult objections salespeople run in to. Being able to handle key questions, objections, and concerns following delivery of a compelling Value Statement, turn a possible lost opportunity into an appointment.

Day 2 - Mechanics

Day 2

SOAR Selling Delivery

SOAR instructors will reveal specific techniques that will allow attendees to professionally pass the receptionist and make contact with a decision maker or high influencer on first net dials. Once attendees learn the SOAR contact strategies, a strong focus will be on the delivery of the corporate approved value statements leading to increased appointments.

SOAR Selling Online



0.356987

ROI STATS

Industry	Contact Goal	Total Contacts	Total Appts	%Appt	Pipeline	Closed	12-Week ROI
Commercial Flooring	3593	3795	815	21%	\$18,417,498	\$579,900	2900%
Document Management	9886	3056	517	13%	\$1,580,000	\$551,000	1890%
Contact Flooring	4750	43865	9001	22%	n/a	\$6,000,000	2900%
Consulting Firm	3500	2400	583	24%	\$450,000	\$235,000	1567%
Banking	3000	2480	275	11%	\$3,700,000	\$1,300,000	4333%

CASE STUDIES



Dialexis was tasked with training the entire sales organization of 60 regional sales reps as part of their annual sales conference. We spent two days with very senioredd sophisticated crowd of sales people who were not comfortable making "cold calls" anymore. The company's culture and initiatives around new business development has shifted for 2013 and now they are being asked and compensated for bringing in "net new logos". Our training not only got them in front of high end decision makers within their client targets with 87% success rate but we also experienced a 60% appointment rate!

Tim Estling, Sales Manager

As we enter into the final weeks of the SOAR program I wanted to take a few moments to let you know how impressed I was with the results. We saw the obvious bump in the overall number of prospects based on not just the added activity, but it was much more than that. The quality of those prospects is at a much higher level. We have our AE level reps making contact and getting appointments with large non-users that have been un-touched by COMPANY X. They had been called, sometimes even by a more senior rep, but with no results. Thank you for the support and we will continue to see the results for years to come.



Dialexis has been invited to train the SOAR prospecting training across the country in all major markets for junior, mid-level and even senior brokers. In one of our more recent Washington DC trainings, we put the brokers live on the phones within 6 hours of learning this new content. Their results amazed everyone. They had 100% in rate with cold prospects and a 60% appointment rate. They even uncovered a 200,000 square foot opportunity which is a "goldmine" in their industry!

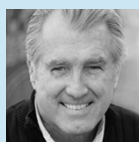
ABOUT DIALEXIS

Dialexis is a training organization providing developmental instruction in the areas of sales, leadership, coaching and keynote speaking. Dialexis just released the SOAR Selling book published by McGraw-Hill which outlines; How To Get Through to Almost Anyone—the Proven Method for Reaching Decision Makers.

Dialexis has also created an online blended learning and sustainability model for SOAR Selling. Since 1988, Dialexis has been retained to support industries such as Computer Manufacturing, Office Products, Commercial Furniture, Entertainment, Finance, Banking, Technology, Insurance, Commercial Real Estate, Gaming, Medical Research, Sports Apparel and General Manufacturing throughout the United States, Canada and Europe.

Dialexis provides answers based upon actual field experience. Our work is delivered in simple terms. Organizations that have engaged with Dialexis have experienced strong results with all of the Dialexis programs in measurable ROI dollars as well as soft ROI such as more motivated, positive professionals.

Dialexis co-founders and Master Trainers from the US and Canada



TOSHIBA
Leading Innovation >>>



CISCO



DELL



ORACLE

To dramatically increase your company's revenue using SOAR Selling contact Dialexis today! info@dialexis.com 800.98.PROFIT