

# MentisWare

## Sales Edition

MentisWare/Sales Edition is our e-Learning courseware that utilizes a collection of core best practices for winning sales opportunities. We have packaged them so you and your team can create a collaborative environment from the start. Creating a customer-centered culture is easy to do if you stay focused and if you develop practices that involve the customer in every aspect of your interaction with them.

Our solution provides a combination of e-Learning courseware, automated toolsets, and onsite facilitation and consulting. MentisWare/Sales Edition will help you learn how to collaborate, how to better understand your customers and their business objectives, and will help your sales and services teams be better informed, make better decisions, and communicate more clearly.

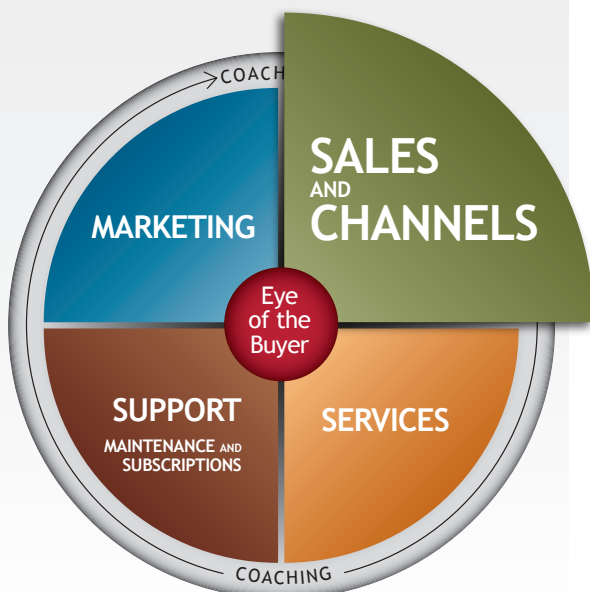
### Helping Your Sales Professionals:

- Focus on the needs of your customer base and target markets
- Look at your business from the customer's perspective
- Initiate and instill collaborative practices with customers
- Work together to create successful sales and marketing strategies
- Gain visibility into areas of business impact for customers
- Assess how well you are doing in a sales situation

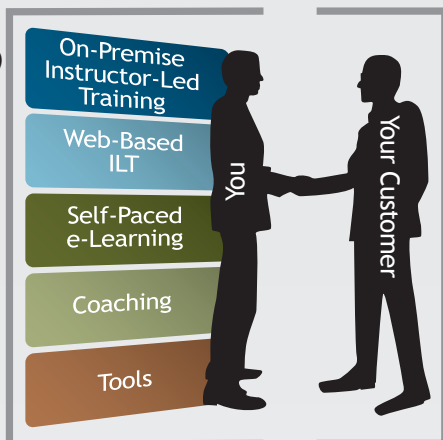
### A Blended Learning Approach to Opportunity Management

As you build your sales, marketing and customer service organizations, it is essential that you take the time to understand the dynamics of your customer base and target markets. If you focus on their needs and how you can address those first, then the practices you adopt internally are much more likely to be effective for both you and your customers. In order for your collective team to attract and retain good customers, they must be able to:

- **Gain Business Insight.** Developing an understanding of your prospects and customers business means that your team must explore how those organizations work. They need to have a sense for the challenges and issues of those organizations, as well as their goals and objectives. They also need to use this information as the basis for communicating and collaborating with customers and prospects.
- **Understand Where Sales Opportunities Exist.** There are always opportunities for you to sell your services and products, but in order to run a successful business, it is essential to understand where, your best opportunities lie. You want to pursue situations where you and the prospect have the best chance for mutual success.
- **Compete Effectively.** Choices always exist in business decisions. In order to gain preference for your solution, your team needs to understand how to analyze competitive strategies, put them into play, and align key tactics to support those strategies.
- **Conduct Insightful Discovery.** Gaining insight into a prospect or customer's business is a combination of art and science. You have to develop an environment of exchange that is beneficial to you and your buyer. You also have to be able to balance time—yours and theirs.
- **Link Business Needs to Solutions.** Once you understand your buyer's situation, you then have to help them understand how your solution can improve their business situation. By linking issues to solutions to benefits, you must convince them that your solution is better than other alternatives and motivate them to do business with you now.



## Blended Learning



### MentisWare/Sales Edition Includes:

- A comprehensive opportunity management process delivered through e-Learning
- A Call Plan to help team members prepare for and conduct high yield meetings and presentations
- An Opportunity Plan that helps your team members track information that is known about an opportunity, and information that needs to be learned about an opportunity
- Quick checks for your team to test their knowledge retention within key areas
- Mapping tools, techniques and processes to help your team formulate a strategy for success and document, communicate and collaborate around customer needs



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### About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.