



*Maximize sales  
group effectiveness  
and efficiency with  
action-oriented  
Inclusivity sales tools*

# ACES Sales Training

In today's diverse world, we can expect to encounter many people with whom we may not have experience and comfort. While we often have time to build relationships in the workplace, the sales environment is one in which we must quickly build trust and establish credibility.

Inclusivity's ACES training takes basic sales training a step further, incorporating our trademarked tools and activities to help sales professionals maximize their success. The ACES program is a proven winner and can help take your sales results to the next level.

Today's diverse selling environment needs sales professionals who are competent and comfortable selling to all kinds of people. One slight misstep or unintentional discount can result in a broken relationship and can translate into lost sales opportunities.

Inclusivity's ACES Sales Training is designed to maximize your organization's sales success by fully preparing individual sales professionals to examine their personal biases and implement sales strategies that quickly build comfort and trust.

## Improve Abilities to:

- 1 Quickly establish trust with a diverse group of potential customers
- 2 Create quick connections with prospective customers so that they are able to engage in a meaningful conversation about the organization's offering
- 3 Feel competent and confident in any new sales opportunity
- 4 Improve sales success and close rate with new clients in time sensitive situations



Transform Your Culture.  
CREATE INCLUSION.



# ACES Sales Training

The training includes presentation, small group practice assignments, and a great deal of participation. Role playing is included in the afternoon session. Sales objectives are created and professionals are encouraged to immediately apply their learning and share their results!

## HOW WE ACCOMPLISH THESE OBJECTIVES

We accomplish these objectives by providing tools, teaching strategies, and working with participants to practice skills that sales professionals can use to maximize opportunities in the future. Some of these include:

1. Enabling them to identify their own “blind spots” with regards to differences
2. Teaching them to manage blind spots while in sales situations, and specifically when making quick, fast-paced people-related decision
3. Providing them with a proven five-step process by which to quickly:
  - a. Assess the situation
  - b. Connect with the customer
4. Explain Your product/service offering
5. Suggest the recommended action (Close)



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