



General Physics (UK) Ltd
www.gptrainingconsultants.com

GP Custom Sales Solutions

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Darren McGrath
Learning and Development Director

General Physics (UK) Ltd
Arden House, Hampton Court, Marsh Lane,
Hampton in Arden, Solihull, West Midlands B92 0AJ
Mobile: +44 (0)7885 643695
Main Office: +44 (0)500 734 734
Email: emea-contactus@gpworldwide.com



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Learn more. Sell more.

Product and skills training is an essential part of increasing performance. But if you really want to transform your salespeople into highly effective brand advocates, you need a holistic approach that augments their skills with visionary strategies, tight methodologies, compelling incentives and powerful support materials.

It takes more than training alone to achieve breakthrough sales performance

GP Custom Sales Solutions helps you take advantage of every available strategy to fuel your competitiveness by providing end-to-end, custom services. With GP, your salespeople will become powerful stewards of the branding messages you've invested in. They'll use proven approaches for turning prospects into customers. And they'll access innovative strategies to inspire loyalty—and repeat business—from your customers.



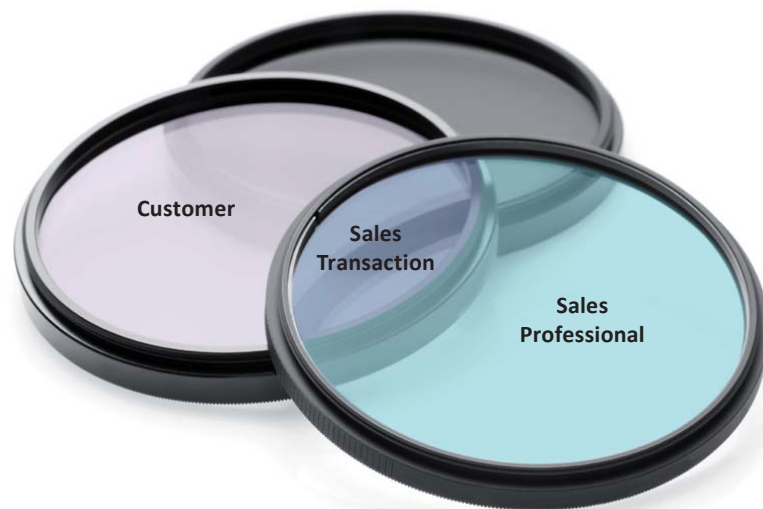
A custom learning solution that improves performance from every angle

Our solution creates the highest level of engagement between the sales professional and the customer throughout the sales transaction. The sales professional is supported with enhanced pre-sale product knowledge that incorporates learning incentives and product insight that creates product advocacy. The customer is engaged with pre-sale, point of sale, and post sale interventions that build loyalty and creates additional sales through customer networks. The GP Custom Sales Solution doesn't stop there, we continue to drive your sales through coaching, field trainers, and just in time sales support. Our blended approach takes advantage of technology and experience – resulting in closing sales.

Support the sales Transaction

through field trainers/coaches, product demos, and sales tools

Drive the Customer Sale by increasing customer brand loyalty with pre-sale product information and after-sales product support and communication campaigns



Prepare Sales Professionals for the sales transaction by leveling brand loyalty, product knowledge, sales skills and sales operations skills

GP's Five Key Components of Effective Training

- Promote your sales program, brand positioning and the value of your products
- Motivate training participation and positive change with compelling incentives and rewards
- Train to optimize behavior and performance through an engaging, customized program
- Support your salespeople with promotional tools that align with training program goals
- Evaluate effectiveness to identify opportunities to continually build upon your successes



GP Custom Sales Solutions brings added dimension and interactivity to your training programs with creative and strategically designed web sites and portals to help deliver and market your program. To bring even more value to your program, we also offer Web 2.0 features, such as forums wikis, learner developed content and social networks designed to create conversations and collaboration between you and your sales representatives.

Technology expertise to put your program on a solid foundation

Better yet, we know, have implemented, and have supported virtually every existing LMS, LCMS, and CMS solution, including a wide variety of custom solutions. This gives us an unprecedented ability to consult on the selection of new platforms, integrate new capabilities into existing systems, host your entire e-learning infrastructure, and test and debug courseware prior to installing it at your site.

“This is quite possibly the best training effort ever put forth by Microsoft. It is scalable, interactive and able to define ROI easily. A lot of complicated material is being presented in a straightforward and approachable manner.

...in the first 9 months after launching a custom sales solution initiative—with sales skills and business process training—our customer realized a 300% ROI in increased sales. In addition, their sales representatives made 80,000 fewer calls to the call center requesting help with processing orders online.”

Yvonne Sletmoe Wilson, GP Solution Director

Outsourcing provides a cost-effective answer to budgetary and logistical concerns

From augmenting your staff with extratrainers to delivering comprehensive administrative services, GP delivers expertise when and where you need it most. Count on us for:

Outsourced Sales Trainers

From train-the-trainer services to staff augmentation of incidental or highly distributed training programs, GP has the global resources to ensure your initiatives are successful.

Outsourced Program Administration

From training administration and logistics to vendor management and help desk services, let GP handle the details so that your talented people are free to focus on more strategic initiatives.



Every solution is custom designed to align with your branding, your company's personality and your unique ways of doing business. Once your program is developed, we're adept at localizing every aspect of it to align with cultural and regional preferences.

Together, we'll build a strategic infrastructure covering every aspect of a successful sales training program, including:

Learning Strategy

GP helps you develop a learning blueprint by identifying gaps and opportunities for performance improvement and aligning your learning solutions with organizational goals.

Product Sales Training

GP develops fully scalable, blended training programs that deepen product knowledge, increase sales skills and inspire brand loyalty among your salespeople.

Sales Methodology Development and Skills Training

We help your people refine their skills and confidence so they can increase sales, boost profits per sale, encourage loyalty and drive future purchases.

Sales Performance Standards

GP will help you define, develop and implement sales performance standards to inspire a culture of excellence and continuous improvement.

Customer Facing Solutions

Customer advocacy is built through a highly engaged customer loyalty program, built around educating your customers on the value of your product or service.



Innovative offerings support your overall sales effort

GP brings greater dimension to your sales effort with sophisticated support materials that can be used on or beyond the sales floor to build customer loyalty and satisfaction.

Custom Publishing

Our Audience of One™ program creates highly individualized publications (such as magazines, brochures, flyers and emails) that capture and maintain your audience's attention between purchases, as well as reinforce future sales.

Product Portfolios and Accessories

From glove box literature and automotive accessories to product portfolios and demos for computers and electronics, GP can turn any type of product support information into an innovative and effective sales tool to boost customer loyalty and reinforce purchasing decisions long after the sale.

GP's Custom Sales Solutions has helped reinforce the brand leadership and increased sales of some of the most successful sales organizations:

- Avon
- Barclays Bank
- Best Buy
- Cigna
- Comcast
- General Motors
- Microsoft Corporation

GP's blended training approach may include any of the following tactics:

- Instructor-led training
- On-the-job training
- E-learning
- Multimedia
- Mobile learning
- Performance support tools
- Coaching or other methods, as needed



Unmatched sales training experience lowers your risk and increases value

At GP, “sales training leadership” is more than just marketing-speak. Our claim is backed by four Top Sales Training awards from Training Industry, Inc. since 2007. Here are just a few reasons why GP stands out among sales training companies:

- Comprehensive Solutions, including program development, delivery and support, not to mention the unrivaled consistency that goes with working with an end-to-end provider
- Extensive Experience, featuring more than 30 years of proven processes and lessons learned in global organizations
- Broad Expertise across a wide range of industries, including mobile communications, automotive, financial services direct selling, retail, manufacturing, and not-for-profit
- Multiple Industry Awards for courseware, technology and thought leadership
- Global Presence with offices throughout the world
- Localization Expertise. GP is especially adept at aligning your training program with local customs, sensitivities and ways of learning
- Extraordinary Service that comes from a deep desire to develop the long-term, value-added partnerships with our customers

Elevate your sales efforts by taking advantage of every available strategy

In today’s highly competitive marketplace, you have to give consumers the information and reinforcement they need to choose your brand over every other. GP can help you make that happen with a comprehensive approach to sales development. To learn more about how you can use every available strategy to its full advantage, contact us today.