

THE ICEBERG TOP 10

WHY THE ICEBERG SALES MODEL™ FITS YOUR BUSINESS

01 Iceberg Is A Change Manager

We've all heard the expression "change starts from within." Iceberg drives real, long lasting evolutions in behavior, because the program focuses on individualized changes in personal belief systems. Iceberg is a personal change management tool developed specifically for sales teams struggling to improve.

02 Iceberg Is Customized

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03 Iceberg is Easy to Maintain

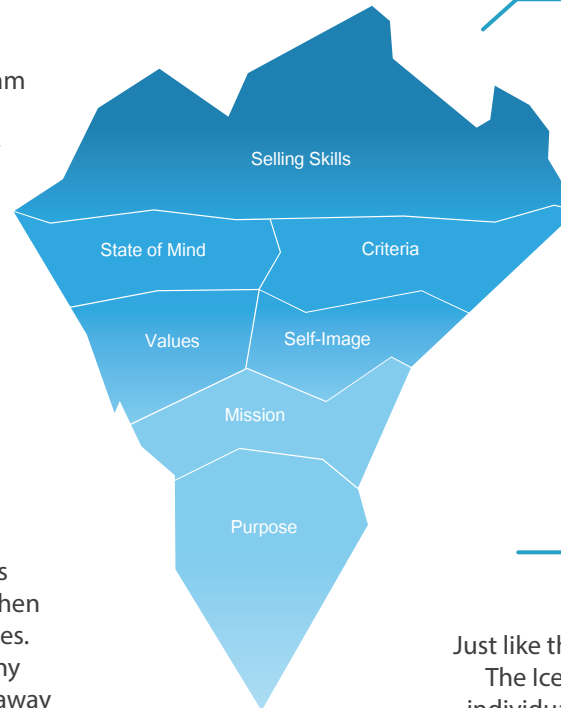
We leave our sales managers with the coaching tools necessary to strengthen and adapt behaviors long-term. The model is intuitive, inclusive, cooperative, and perfectly complements existing sales processes within your organization..

04 Iceberg is Evolutionary, not Revolutionary

Sales managers will continue to have full control when adding this model to their toolbox. It will build on your processes and strengthen them, aligning and adapting perfectly to other sales methodologies. Because the method is customized, it works as a compliment to any structures you already have in place. We don't want you to throw away your old techniques, but simply enhance them.

05 Iceberg is Long-Term

Where other sales trainings simply fade into memory, Iceberg is designed to be retained. We've all participate in sales trainings that may change initial behavior but fail to stick consistently. At the end of the process, we help you with coaching your teams over the months following the training; we know that real change is a constant process. The Iceberg model helps you maintain success year in and year out



Iceberg Fits Any Industry 06

We work with sales teams across most industries, and have considerable expertise in financial services, insurance, technology, manufacturing and distribution, chemicals, life sciences, and professional services. Iceberg adapts well across these and other industries. If your business considers sales the key driver to your success – then Iceberg will be a good fit.

Iceberg Gets Results 07

If you're reading this today; you probably already understand the importance of training, development and ongoing coaching for your sales team. We know that, when it comes to a sales team, results are everything. We understand the pressures you face, and our program is designed to provide you with the best bang for your long-term buck.

Iceberg is Collaborative 08

This model builds sales teams that function effectively together, while leveraging the natural competitive nature of the typical sales person. Team building is a standardized part of this training process, and a side effect of the "below the surface" nature of this work. At the end of our process, you will have strengthened bond and rapport with your sales team – a necessary part of any successful sales department.

Iceberg is Incremental 09

Just like the proverbial frog in boiling water; this method is immersive but gradual. The Iceberg Sales Training is a step-by-step process designed to understand the individual and address how people view the sales profession. People are resistant to change, but this method does not conflict with internal issues that would cause a sales rep to apply the brakes. Our process focuses on the positive discovery of hidden strengths and then teaches the team how to use them to their advantage.

Iceberg is Proven Effective 10

If you're searching for sales training as a compliment to your existing department, we can help you. Our references are impeccable and we invite you to join the hundreds of sales professionals that have already benefited from the Iceberg Sales Training. Call us today to find out how we can help!