

Sales Professionals

Sales RPM™ Experience

Sales RPM™ is fully customized based on your company culture and the outcomes you hope to achieve. Utilizing industry and company specific case examples, projects and experiential learning activities, we tailor unique programs to develop **R**esonant, **P**owerful and **M**asterful sales professionals.

Choose your delivery

Whether you prefer in-person, virtual or a combination of both, we'll shape your program to fit your needs.

Live



Hybrid



Virtual



Needs Assessment

Prior to the launch of the program, customize your Sales RPM™ Experience to meet the needs of your sales professionals.

Sales RPM™ Assessments & Feedback

Through the Sales RPM™ 360 feedback and self assessment process, each participant will meet with an Equilibria coach to identify their key strengths and areas for development.

Choose your pace

You determine the length and pace of your leadership experience.

6 months • 9 months • 12 months



Individual or Group Coaching Sessions

Once per phase Equilibria coaches will meet with each participant and/or the group for intensive coaching.

Ignitor Exercises

For optimal learning and to sustain momentum, participants will receive micro-burst assignments to complete on their own, or with their teams.

Choose your project

Participants pick a company initiative to work on throughout the course of their Sales RPM™ Experience. This immersive learning brings lessons learned to life.



Live & Virtual Facilitated Sessions

These high-impact sessions are led by Equilibria's expert facilitators. The 4 MileMarkers for successful sales are explored throughout the program.

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Four MileMarkers of Sales Excellence

Our research and experience has identified four critical MileMarkers of leadership that sales professionals need to master in order to become **Resonant**, **Powerful** & **Masterful**. The content within these MileMarkers is customized to meet the needs of your sales professionals, your company and your industry. We'll also customize activities, assignments and case studies to address specific challenges faced by your sales professionals.

Leading Self

Am I the person others can follow and trust?

The beginning phase facilitates transformative self-discovery in the areas of:

- Strengths, capabilities and emotional intelligence
- Natural thinking, relating, learning & behavioral styles
- Levers of motivation and performance improvement
- Personal liabilities that risk derailment

Leading Communication

Do I communicate with influence?

The second phase of our program promotes communication excellence through:

- Influence through effective communication
- Skills to overcome barriers to effective communication
- Feedback delivery that challenges and supports others
- Persuasive messaging



Leading Relationships

Do I inspire synergistic relationships?

The third phase of our program promotes relational excellence by strengthening skill sets in:

- Sealing the deal through effective negotiation
- Mitigating resistance
- Relational management skills
- The management of relational derailers
- Relational selling

Leading Customer Engagement

Do I foster lifelong customer relations and commitment?

The final turning point of our program synthesizes customer and relational engagement by helping our clients hone:

- The development and sustainability of credibility
- Customer retention and engagement strategies
- The integration of power and trust within relations
- The ability to foster more truly collaborative relationships

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Sample Program (Hybrid) for the Sales RPM™ Experience



Founded by this lady



Nicole Lipkin
Psy.D., M.B.A.



Joined up by this guy



Brett Bell
Psy.D., M.A.



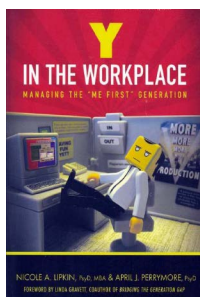
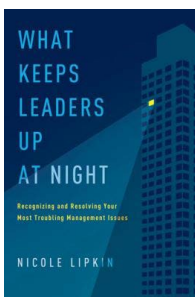
*Together we believe leadership development is human science.
Not rocket science!*

By bringing human nature back into business, Equilibria develops your leaders, your culture and your company. We provide consulting, training, development programs and coaching to help companies and individuals hone, develop and refine their leadership capabilities and potential from average to outstanding. And who doesn't want a little outstanding?

Check out the cool things we do and the fun people that work with us

www.equilibrialeadership.com

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best-selling books*



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