

The Endurance Process

The Endurance Group has developed a comprehensive set of methodologies, best practices and technologies, which it deploys in different ways based on specific client needs and objectives.

Get the Best People

The work we do is very difficult and it takes a special person that can succeed and endure in the challenging world of sales.

- We search for people with experience. People who have been in the trenches and enjoy the thrill of the hunt.
- We search for great communicators. People who feel equally comfortable speaking with a prospect's receptionist as their CEO.
- We search for people with the highest level of honesty and integrity. Reputation is everything in business.
- Finally we search for people with persistence and endurance. The sale most often goes to the person who worked the hardest to achieve it.

At the Endurance Group, we know that our ultimate value is assisting our client's close more sales.

Define The Mission

A specific mission with defined goals and objectives is intrinsic to the success of every Endurance Group project. Before any project begins, The Endurance Group will work with the client to answer the following questions.

- Who are the companies we are targeting and why?
- Who at the prospect company is the most likely decision-maker?
- What kind of ROI is the client seeking from an engagement with the Endurance Group?
- What goals and metrics will have to be achieved in order to achieve the targeted ROI?

The Endurance Group is committed to delivering results which directly affect our client's bottom line.

Build the Alliance

According to a recent survey by Siebel Corporation, 84% of senior executives will take a meeting if the recommendation comes from inside the company. The Endurance Group has found that the most effective way to reach the senior executive in any organization is to build alliances in the middle management level and with the senior executive level administrative staff. This is a process that takes time but is very effective. In today's difficult economic times, purchasing decisions are being delayed and scrutinized closely at the CFO level. In order to close a sale, a salesperson needs to build a strong alliance within an organization, which will aggressively support the purchase decision.

Know the Product

What does the product do? How can it help the prospect solve a problem? Can you explain it in less than two minutes? The Endurance Group employs smart people who can quickly

grasp the essence of any product or service and understand its value proposition. They can take this knowledge and synthesize it into an elevator pitch that would make any venture capitalist proud. When the prospect is probing deeper asking complex technical questions, this is a great buying signal. It is now time to bring in your sales experts or the Endurance Group virtual sales team.

Gather the Intelligence

Knowledge is power! The Endurance Group is skilled at developing in depth sales intelligence on prospect companies. Real time information that can't be purchased from Dun and Bradstreet or Hoover's. This is intelligence you can't get from reading the Wall Street Journal or trade magazines. In order to get the information that really matters, you need to talk to prospects in real time. At the Endurance Group, our sales process begins with asking questions and gathering information.

- What projects are going on?
- Who is in charge of a specific projects?
- What are the biggest problems facing the company today?
- Is there money allocated to deal with these problems?
- When will a decision be made and by whom?

And then:

- Can our client's product or service help solve the problem?
- How do I reach the decision maker's to present a solution?

At the Endurance Group we ask questions, listen to the answers, take careful notes and search for opportunities to sell our clients' products and services.

Record the Intelligence

While information is power, if you can't access it in a usable format when you need it, it is worthless. The Endurance Group has partnered with UpShot.com (www.upshot.com) to provides its clients with a comprehensive web based sales force automation tool. Everything is captured in the Upshot database. Clients have the ability to access the database at anytime and view information in real time. The database can be configured to provide comprehensive sales intelligence reports and sales forecasts.

Make the Sale

The Endurance Group has the ability to deploy its skilled personnel in all phases of the sales process from prospecting, through the negotiation and final closing of a transaction. We work with our clients' to insure that The Endurance Group integrates seamlessly within our clients' sales processes and always delivers value. At the Endurance Group, we know that our ultimate value is assisting our client's close more sales.

Keep the Customer

After spending all the time and money acquiring a new customer, it is essential that client's focus their efforts on customer retention and selling additional products to their existing customer base. The Endurance Group can help through custom designed customer outreach programs.
