



HIGH
PERFORMANCE
SALES

A background image of a person in a white shirt sitting at a desk, holding a smartphone to their ear. The image is overlaid with a dark blue gradient and geometric white lines. The person is wearing glasses and a watch. In the background, there is a computer monitor displaying a line graph and a keyboard.

HIGH PERFORMANCE SALES

A Consultative Selling Course

Overview:

Selling is the life blood of business. Companies live and die by their ability to serve their clients and drive new sales and revenue. Learning sales effectiveness often gets pushed to the back burner. The High Performance Sales course accelerates your ability, and confidence to be a top sales producer. You will learn a consultative selling methodology that you will be able to apply immediately to close more business. You will learn a comprehensive set of professional skills to reach your full selling potential.

High Performance sellers are vital to a business. Individuals who can sell elevate themselves professionally, elevate their businesses, and elevate their incomes. If you work directly with clients, then your ability to persuade and influence determines your income and success. This course teaches an established selling methodology called R.A.D.I.C.A.L that our graduates leverage for their specific service, or product. Our consultative selling approach focuses on aligning with your clients to help them achieve their desired outcomes. Our belief is that if you keep the interest of your client first, then sales and revenue will always follow.

The High Performance Selling course delivers a comprehensive set of sales capabilities and techniques to enable individuals, and teams to reach their full selling potential. Our proven selling methodology will give you confidence engage with your clients with a consultative approach that gets results. We work with you to formulate a sales strategy, develop your unique client buyer journey, and create a sales story that delivers new sales. Over the course of eight weeks, you'll learn and apply a methodology that can be leveraged in any sales environment. Our approach teaches our students to serve your clients as a consulting advisor, instead of a pusher of goods and services. If you have been looking for a professional selling approach, then you are in the right place.

About High Performance Sales

High Performance Sales is a consultative selling and strategy firm led by Karl Uselman for individuals and companies looking to excel at sales with integrity. Karl works with executives, consultants, and individual entrepreneurs looking to advance their sales skills and implement a highly effective, market proven, authentic sales process that feels good. Learn a sales process that is congruent with your values, that is highly professional, and quickly converts leads to clients without psychological tricks and push tactics.

Who Will Benefit?

- Professionals making a horizontal career shift into sales from another functional role
- Entrepreneurs looking to grow their businesses
- Consultants looking to gain an edge, and sell more consulting engagements
- Experienced sales professionals looking to fine tune their selling skills, and become top producers
- Entrepreneurs looking to grow their businesses
 - Business leaders who would like to be more persuasive and influential
- Business development professionals who play a role in sales and managing relationships
- Business leaders looking to build a high-performing sales team
- Engineers, professionals, and executives that have been asked to now sell to clients without prior experience

Corporate clients are encouraged to participate as a team to accelerate their sales impact, and learn a common approach. Special pricing is available for group enrollments. If interested, then please contact us at:
support@highperformancesales.com



“Learning the R.A.D.I.C.A.L consultative selling methodology, and applying it in your business is a game changer. Learn an integrity based consultative selling approach, that helps you serve your clients more effectively, while also increasing new sales for your business.”

Overview:

- ✓ Learn the R.A.D.I.C.A.L consultative methodology that can be applied and leveraged in any selling situation.
- ✓ Learn the art and value of listening like a Zen monk
- ✓ Learn how your social style effects your selling
- ✓ Learn integrity based skills to enable you to sell in your personal authentic style without ever compromising your values
- ✓ Increase your ability to interact with different personality types, and tailor your sales message to your respective client(s).
- ✓ Create and apply your client buyer journey: the roadmap to sales
- ✓ Learn better alignment to qualify opportunities faster, and more effectively
- ✓ Create and apply your ascension model to accelerate revenue: solve a problem, and create a new opportunity to provide additional services
- ✓ Learn how to address, and overcome key obstacles
- ✓ Create conceptual proposals that have your clients asking to work with you
- ✓ Learn team selling methodologies
- ✓ Learn how to lead a large sales team and sales pursuit
- ✓ Develop organization power maps
- ✓ Learn win strategies to close big deals
- ✓ Learn and apply financial structures to creatively close your deals
- ✓ Learn your sales style, and how to change your style to align with your clients
- ✓ Create your unique sales and value story
- ✓ Learn a proven sales techniques and tactics that you can leverage with your clients immediately to

Program Experience



Live virtual classes: take the class from any location



Online modules to supplement virtual class



Weekly Q&A hours



Online High Performance Sales Armory: Sales Vault



Access to Sales Armory Assets



Peer learning and feedback



Personal assessments



Review of your unique client buyer journey



Review of your sales story/pitch



Support team

Course Modules:

Module 1: Consultative Selling Methodology

- Pusher vs. Trusted Advisor and Consultant
- Learn a consultative selling methodology called R.A.D.I.C.A.L
- Apply selling methodology
- Your Unique Client Niche
- Your Social Style and What it means?

Module 2: Relationships, Alignment, Qualification

- Your Engagement Score
- Building Relationships: How to accelerate and build trust?
- Selling to specific social styles
- Qualifying Clients: alignment, listening, and asking questions
- Effective questioning, and how to effectively address concerns in the sales process

Module 3: Your Client's Destination: Creating Your Client Buyer's Journey

- What is a client buyer's journey?
- Why use a Client Buying Journey?
- Creating Your Unique Client Buyer Journey
- Value of Sales Stories
- Learn About Solution Phase

Module 4: Your Sales Story

- Telling your sales and value story
- Types of Proposals
- Conceptual Proposals: Why they are the best and how to develop?
- Learned How to Address Obstacles

Module 5: Sales Strategy and Team Selling

- Win Strategy
- Driving the timeline
- Effective meetings
- Team selling
- Power Mapping

Module 6: Sales Finance

- Selling with Financials
- Types of agreements
- Structuring the deal
- Buying levers
- Catalysts and Incentives

Module 7: Winning the Business

- Collaborating with your clients to win the business
- Pacing and Milestones
- Acceleration and Getting the Client to take action
- Strategies and Techniques to Win the Business

Module 8: Ascension Strategy for Driving \$M Revenue Streams

- Building your multi-million \$\$ strategy
- Successful delivery leads to future sales: Solve a Problem and Create a New Opportunity
- Ascension roadmap to delivery and creating follow-up sales
- OTACE: Ontime and Above Client Expectations. Going above and beyond.
- Creating ongoing sales and revenue streams



High Performance Sales Vault: Online Teaching

You will get access to an online High Performance Sales Vault. The sales vault contains content, and resources to help you build your sales skills. Current assets include:



Building Relationships



Running Large Sales Pursuits: Team Success Practices



Creating Client Buyer Journeys



Pre-Meeting Checklist



Creating and Telling Your Sales Story



Sales Script



Handling Obstacles



Structuring the Deal



Top Questions to Ask Your Clients



Winning the Deal



Power Mapping Your Client's Organization



Building Ascension Sales Model: Path to \$Millions



Instructor:



Karl Uselman

High Performance Sales is a consultative selling and strategy firm led by Karl Uselman for individuals and companies looking to excel at sales with integrity. Karl works with executives, consultants, and individual entrepreneurs looking to advance their sales skills and implement a highly effective, market proven, authentic sales process that feels good. Learn a sales process that is congruent with your values, that is highly professional, and quickly converts leads to clients without psychological tricks and push tactics.

Karl has a passion for helping individuals achieve their sales goals and believes that anyone can dramatically improve their sales effectiveness by learning and applying the RADICAL selling methodology. Karl will work with you to implement your consultative selling strategy and achieve your sales and revenue goals. He is dedicated to helping individuals', companies, and entrepreneurs' double their sales, and in turn double their incomes.

Karl Uselman currently serves as Adjunct Professor at the University of Washington's Foster School of Business where he teaches Consultative Strategy and Selling. He has over 25 years of leadership and sales experience working from some of the world's top consulting corporations such as Accenture, Ernst & Young, and SAP. He has led national sales teams and is a proven business leader with experience in driving sales, leading teams, and achieving bottom line results.

Karl has an Masters in Business Administration from the University of Notre Dame, and a degree in Economics and International Business from the University of Wisconsin Madison.

He currently lives with his family in the Seattle area.

FAQs:

How do I apply?

Go to www.connectwithkarl.com and set up your complimentary strategy call. You will be guided to answer a few background questions so that we can learn more about your goals, and your background.

What is the program about?

Learn an integrity based consultative selling methodology that you can apply immediately to close more business. You will learn comprehensive set of skills to reach your full selling potential.

What is the learning experience?

Your learning experience will consist of virtual live training, and online portal with access to selling resources. You will have access to selling tools and frameworks. You will put your learning into action through weekly sales assignments that are specific to your business.

What is the program format?

The program consists of 8 modules delivered over 8-10 weeks. Learners can expect to dedicate 2-4 hours per week to participate in the class, and complete assignments. Each module is opened weekly, allowing a flexible, but structured approach to learning. Learners may choose to engage with the program module all in one sitting, or in smaller segments of time throughout the week.

Are any of the sessions delivered in real time (live)?

The course is taught live via a video conferencing platform. All sessions will be recorded and made available in the sales portal website. The live sessions will be led by course faculty led by providing learners an opportunity to listen and ask questions, and while they are valuable in enhancing the overall experience, attendance is not mandatory. All live sessions are recorded for later viewing.

What methods will be used for grading and evaluations?

Course faculty will review assignments to determine participants' understanding of the material.

How much time is allocated to complete assignments?

The due date for submitting assignments is typically within 7 days of the module opening, but can be as long as 14 days, depending on the scope of the assignment. However, learners may request deadline extensions to accommodate for business and personal conflicts that may arise during the program timeframe. Reach out to the program leader to discuss any challenges you may have in completing assignments.

Does the program offer community engagement for learners?

Yes, participants can connect, and collaborate with peers on a group Facebook page. Office hours will be held during the program and all participants are welcome to join in with questions, or to discuss assignments.

What are the requirements for accessing the program?

Participants will need the following to access the program:

- Valid email address
- Computing device connected to the internet (Mac/PC/laptop, tablet or smartphone)
- Microsoft Office Suite (PowerPoint, Word, Excel) and PDF viewer to access content such as documents, spreadsheets, presentations, PDF files, and transcripts
- PLEASE NOTE: Google, Vimeo and Youtube may also be utilized in the program delivery

Do the programs offer a certificate?

Yes. Participants will receive a digital certificate of completion from High Performance Sales following a successful conclusion to the program. Since this program is graded as a pass or fail, participants must receive an 80% to pass and obtain the certificate. This digital certificate can be shared with colleagues, and posted on LinkedIn.

Additional questions?

Please contact us at support@highperformancesales.com. If you are ready to apply, then go to www.highperformancesales.com/applynow, and apply now.

Certification:

Upon successful completion of the course, High Performance Sales grants a verified digital certificate of completion to participants. The program is graded as a pass, or fail, participants must receive an 80% to pass and obtain the certificate of completion.



Experience and Testimonials:

Battle Tested and Proven Results:

Trained executive leaders, sales executives, and engineers at the following companies:



Testimonials:

Sales process is one of the key components for success in any enterprise. This class has been very helpful to me in getting a good grasp of key frameworks, strategies, and concepts of consultative selling. I now have the confidence to engage with clients, and led the sales process for my company more effectively.

Darpan G, Microsoft

From the very first meeting of our class, I found value in tools and frameworks that I applied immediately in my job.” *Isabel W, Retail Executive*

“Take this class if you want to learn how to sell in a consultative manner where you help your clients’ achieve their goals. You will learn how to sell and structure sales deals to drive top-line growth for your business.

Rekha M, University of Washington

This course was great to build up my knowledge of the consultative selling process, and definitely super useful for my future as a strategy consultant with Accenture. Karl is an excellent communicator, and made the learning process very engaging and entertaining. *Felipe M, Attorney and Accenture Consulting*

I highly recommend taking this class if one is interested in learning a high-level view of the selling process. This takes things one step beyond the marketing dimension where one needs to take a value prop and convert it into a successful sale and client engagement.” *Prashant R, Entrepreneur*

“Selling principles can be applied in a variety of settings to increase value and influence outcomes. Karl provides great frameworks to approach selling and influencing. Karl cares deeply about his students success, and he was the only instructor that I had in my MBA career that reached out to me to check in on my learnings.

Melissa G

Karl brings a real world experience of consultative sales and does an excellent job in imparting his knowledge upon the students. You will learn a consultative selling process that is highly strategic. You will learn how to better understand your clients, how to build faster relationships, how win business in a competitive field. I highly recommend taking this consultative selling course. *Alek B, Cloud Consultant*

This class has frameworks and strategies that will have impact even if you’re not going into consulting, or sales. Not only will you learn how to be more persuasive, but you will also delve into how to make stronger relationships. This class helped with my personal recruiting and networking, and it also helped me think more deeply about my strengths, and what I offer to clients, and organizations. The class is also highly engaging.

Shane S, University of Washington

As someone who works primarily in computer engineering, the soft skills presented in this class have been super valuable. I recommend this class to anyone who wants to grow their ability to influence others and communicate more effectively. *Neal K, RedBox*

I learned new frameworks for effective relationship-building and selling to external and internal clients. The course challenged us to think deeply about our selling style and the process of qualifying a potential sale. I recommend this course to anyone in a client facing role. *Mallory M, Childrens Hospital of Seattle*

I learned about the RADICAL selling framework, customer buying journey, deal qualification, developing value propositions, developing executive selling briefs, and winning the business strategies. One of the key takeaways is about helping your client obtain their goals in an ethical manner. I highly recommend this course for people who are interested in learning a professional way to sell. *Vivian W, University of Washington Student and Technologist*

I work in consulting and I can say that this content is not something that you get in that industry, especially at entry level positions. If you aspire to join a consulting firm, or sell effectively in your own business, then this is a must take course. *Liam M, Consultant*

I recommend all business leaders to take this class. The class was very conversational, and extremely interactive. Karl Uselman really cares that the participants get something out of the class; going as far as calling me on a Friday when I missed class. I was able to immediately apply the learning from this course at work, and it will help me moving forward. *Kevin F, Amazon*

Testimonials:

This course was a great way to do a deep dive into the consultative selling world. The content was both insightful, and easy to implement on a day-to-day basis. I really appreciated Karl's real-life examples and anecdotes; they provided a real world perspective on how to use the models and methods to double my sales effectiveness. I highly recommend this course! *Agustina J, Director Healthcare*

I would highly recommend this course to others because of its results! Finally, a course that lets us explore our own ideas and push forward. This class inspired me to pursue my own business as a business art consultant. It has given me the confidence to know that I can sell in a consultative professional manner. *Jessica L, Business Art Consultant*

I thoroughly enjoyed Karl's Consultative Selling class. It presented me with the opportunity to build my communication skills and craft my social style to better engage, influence, and persuade my audience. Highly recommend for anyone looking to grow in those areas! *Jillian J, Microsoft*

The sales framework was simple, but powerful and broadly applicable beyond sales for persuasion in general. *Michael M, Boeing Engineer*

As one of the only sales classes offered for MBA students at the Foster School of Business, this course was great at providing tools to grow and apply these skills in my daily business. This course would be extremely valuable to any aspiring business leader. *Joe M, Technology Consultant*

The consultative selling course allowed me to learn how to approach selling ideas and how to convince others who have a different style. The course gave me confidence in my ability to sell and work with clients in a professional manner. I highly recommend. *Ken R, Marketing Professional High Tech*

I learned a clear process to selling. The framework makes sure you are prepared to be successful. I would recommend to anyone who interacts with clients, or partners. *Megan K, Boeing Engineer*

I learned key techniques to become a consultative seller. Not just a better sales person, but also a better solution provider. The interactive sessions were useful at applying the knowledge first hand which was a useful way to test our skills as we developed them. Great class! *Ivan T, Supply Chain Executive and Engineer*

Simple and intuitive framework for structuring consulting engagements without an over emphasis on salesmanship and presentation style. Rather it was a process-based approach that was intuitive and focused on aligning clients' needs to what an individual could provide. *Mason C, Entrepreneur*

It was so interesting learning the RADICAL selling methodology! I didn't know that selling could be so logical and strategic. It was definitely helpful to me and will help me significantly improve my sales results. *Hangi T, Entrepreneur and Web Consultant*

I learned how to improve my sales skills by utilizing the RADICAL framework. I recommend this class to anyone who has their own business, or is going into consulting, or sales. I became aware of my personal communication style, and how to adapt to other styles. *Danil S, Financial Advisor*



High Performance Sales Course:

Learn Integrity Based Consultative
Selling

Complimentary Sales Strategy Session:

www.connectwithkarl.com

Program Fees:

Flexible Payments Available
Special Group Enrollment Pricing

Duration:

8 Weeks, Virtual Live, Online

Addition Questions:

Please Contact Us At
support@highperformancesales.com