



Introduction

Strategically Selling Analytically & Emotionally

Compete Selling
An Innovative Client Centric Sales &
Management Methodology



Essentials

Increase every participant's win potential

Creating self-awareness & sustainable change

- ✓ We each have gifts differing
- ✓ We lead participants to clarity on what they rely upon to win (and what they may be missing)
- ✓ Value lives in perspective
- ✓ Value is subjective – it's not what we show, it's what they see
- ✓ Selling is not a conflict, it's collaboration
- ✓ The collaboration can be short and effective with mutual understanding not to pursue
- ✓ Success with potential clients is based on business needs, psychology, cognitive theory and the nature of value
- ✓ Creating competitive advantage, requires understanding analytical and emotional needs
- ✓ We must grow trust to grow understanding
- ✓ Trust develops through reciprocity



Approach

To sales and client relationship development is quite different than others with a relentless focus on how clients make decisions and what sellers and client facing professionals need to do to be successful, *not to be perfect*

341,000,000 results (0.25 seconds) – Google search “sales effectiveness.” Sellers and client facing professionals are constantly told they can do better. *We do not do that*

- **With client facing professionals we focus on their objectives**, and what they need to accomplish
- **We are fact-based and analytical**. We use client stated priorities, and exact language. We score client relationships carefully measuring levels of influence and support
- **Client facing professionals see us as an objective, analytical and a supportive extension** of their capacity
- We **discuss best next steps to advance each client development opportunity**. The participant has the freedom and responsibility to action in a way that is authentic to their style but with a clear objective to accomplish
- **We have an advantage** from working on important client pursuits globally, everyday, across industries. We examine client decision making everyday. Identifying patterns and best practices and sharing the most relevant

Competitive

Our clients span industries with technical depth in their solutioning. We work together in-person and virtually. We design customized playbooks. Selected clients include:

Private investment firm with a long-term, partnership approach to building value in industrial and technology-driven businesses	Netherlands	Leading telecommunications and digital services company	Finland
Boutique wealth management firm, RIA, specializing in high-net-worth individuals, business owners, and entrepreneurial families	Noth America	Business and digital transformation professional services	France
One of North America's most systemically important financial institutions and a globally recognized bank with consistently high credit ratings	Noth America	Global leader in high-accuracy street-level imagery and geospatial data	Netherlands
150-year-old Swedish, family-owned business group—one of the largest and most influential in Scandinavia—built around long-term ownership	Sweden	Designs and manufactures high-performance light tactical vehicles for military, special forces	Netherlands
		Customized industrial manufacturing	Noth America
		IT services, consulting, cloud, integration, and digital transformation company	North America
		Startup, delivers supply-chain-driven operational, financial, and efficiency solutions for hospitals and health systems	North America
		Backoffice complex outsourcing	Switzerland



Visibility

Working on global and local sales opportunities 17+ years



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Performance Design⁵

Building upon the past to understand and shape the future

- Prior to B2B Sales Training, Paul Dillon, Founder of Performance Design⁵ ran Procurement for a Fortune 200 Manufacturer. Paul and his team managed a \$600,000,000 annual spend. Paul's accomplishments were featured in "The Journal of Commerce" and "Purchasing" magazine
- Strategic sourcing expertise combined with daily work on live client situations gives us unique and highly effective insights into client behaviors
- MBA, Kellogg School of Management, Northwestern University
- BA, *cum laude*, Colgate University; NCAA Division I Varsity Tennis Player
- Married, father, two sons

