



General Physics Corporation
www.gpworldwide.com

GP Custom Sales Solutions

Learn more. Sell more.

Comprehensive strategies to turn up the volume on your sales.



*Leading the world to
better performance*

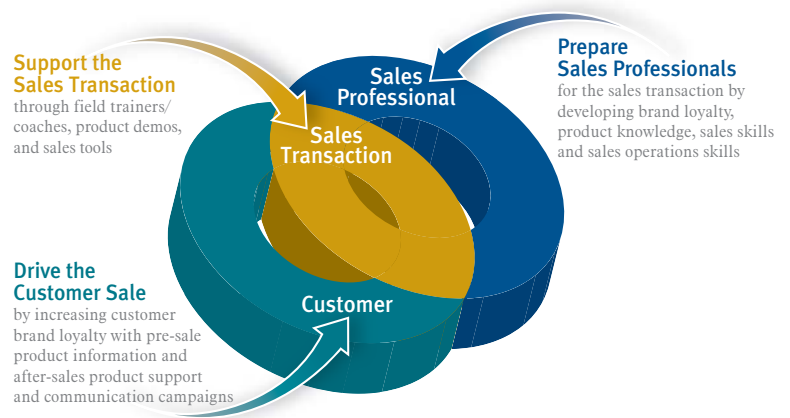
Product and skills training is an essential part of increasing performance. But if you really want to transform your salespeople into highly effective brand advocates, you need a holistic approach that augments their skills with visionary strategies, tight methodologies, compelling incentives and powerful support materials.

It takes more than training alone to achieve breakthrough sales performance.

GP Custom Sales Solutions helps you take advantage of every available strategy to fuel your competitiveness by providing end-to-end, custom services. With GP, your salespeople will become powerful stewards of the branding messages you've invested in. They'll use proven approaches for turning prospects into customers. And they'll access innovative strategies to inspire loyalty—and repeat business—from your customers.

A custom learning solution that improves performance from every angle.

Our solution creates the highest level of engagement between the sales professional and the customer throughout the sales transaction. The sales professional is supported with enhanced pre-sale product knowledge that incorporates learning incentives and product insight that creates product advocacy. The customer is engaged with pre-sale, point of sale, and post sale interventions that build loyalty and creates additional sales through customer networks. The GP Custom Sales Solution doesn't stop there, we continue to drive your sales through coaching, field trainers, and just in time sales support. Our blended approach takes advantage of technology and experience – resulting in closing sales.



GP's Five Key Components of Effective Training:

- ▶ Promote your sales program, brand positioning and the value of your products.
- ▶ Motivate training participation and positive change with compelling incentives and rewards.
- ▶ Train to optimize behavior and performance through an engaging, customized program.
- ▶ Support your salespeople with promotional tools that align with training program goals.
- ▶ Evaluate effectiveness to identify opportunities to continually build upon your successes.

See why we received consecutive Top Sales Training Company awards from Training Industry, Inc.

<http://salestraining.gpworldwide.com/>



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GP Custom Sales Solutions brings added dimension and interactivity to your training programs with creative and strategically designed web sites and portals to help deliver and market your program. To bring even more value to your program, we also offer Web 2.0 features, such as forums wikis, learner developed content and social networks designed to create conversations and collaboration between you and your sales representatives.

Technology expertise to put your program on a solid foundation.

Better yet, we know, have implemented, and have supported virtually every existing LMS, LCMS, and CMS solution, including a wide variety of custom solutions. This gives us an unprecedented ability to consult on the selection of new platforms, integrate new capabilities into existing systems, host your entire e-learning infrastructure, and test and debug courseware prior to installing it at your site.

“...in the first 9 months after launching a custom sales solution initiative—with sales skills and business process training—our customer realized a 300% ROI in increased sales. In addition, their sales representatives made 80,000 fewer calls to the call center requesting help with processing orders online.”

Yvonne Sletmoe Wilson, GP Solution Director

“This is quite possibly the best training effort ever put forth by Microsoft. It is scalable, interactive and able to define ROI easily. A lot of complicated material is being presented in a straightforward and approachable manner.”

Outsourcing provides a cost-effective answer to budgetary and logistical concerns.

From augmenting your staff with extra trainers to delivering comprehensive administrative services, GP delivers expertise when and where you need it most. Count on us for:

- ▶ **Outsourced Sales Trainers**
From train-the-trainer services to staff augmentation of incidental or highly distributed training programs, GP has the global resources to ensure your initiatives are successful.
- ▶ **Outsourced Program Administration**
From training administration and logistics to vendor management and help desk services, let GP handle the details so that your talented people are free to focus on more strategic initiatives.

Every solution is custom designed to align with your branding, your company’s personality and your unique ways of doing business. Once your program is developed, we’re adept at localizing every aspect of it to align with cultural and regional preferences.

Together, we’ll build a strategic infrastructure covering every aspect of a successful sales training program, including:

- ▶ **Learning Strategy**
GP helps you develop a learning blueprint by identifying gaps and opportunities for performance improvement and aligning your learning solutions with organizational goals.
- ▶ **Product Sales Training**
GP develops fully scalable, blended training programs that deepen product knowledge, increase sales skills and inspire brand loyalty among your salespeople.
- ▶ **Sales Methodology Development and Skills Training**
We help your people refine their skills and confidence so they can increase sales, boost profits per sale, encourage loyalty and drive future purchases.
- ▶ **Sales Performance Standards**
GP will help you define, develop and implement sales performance standards to inspire a culture of excellence and continuous improvement.
- ▶ **Customer Facing Solutions**
Customer advocacy is built through a highly engaged customer loyalty program, built around educating your customers on the value of your product or service.



GP's Custom Sales Solutions has helped reinforce the brand leadership and increased sales of some of the most successful sales organizations:

- ▶ Avon
- ▶ Barclays Bank
- ▶ Best Buy
- ▶ Cigna
- ▶ Comcast
- ▶ General Motors
- ▶ Microsoft Corporation

GP's blended training approach may include any of the following tactics:

- ▶ Instructor-led training
- ▶ On-the-job training
- ▶ E-learning
- ▶ Multimedia
- ▶ Mobile learning
- ▶ Performance support tools
- ▶ Coaching or other methods, as needed

Unmatched sales training experience lowers your risk and increases value.

At GP, "sales training leadership" is more than just marketing-speak. Our claim is backed by four Top Sales Training awards from Training Industry, Inc. since 2007. Here are just a few reasons why GP stands out among sales training companies:

- ▶ Comprehensive Solutions, including program development, delivery and support, not to mention the unrivaled consistency that goes with working with an end-to-end provider.
- ▶ Extensive Experience, featuring more than 30 years of proven processes and lessons learned in global organizations.
- ▶ Broad Expertise across a wide range of industries, including mobile communications, automotive, financial services direct selling, retail, manufacturing, and not-for-profit.
- ▶ Multiple Industry Awards for courseware, technology and thought leadership.
- ▶ Global Presence with offices throughout the world.
- ▶ Localization Expertise. GP is especially adept at aligning your training program with local customs, sensitivities and ways of learning.
- ▶ Extraordinary Service that comes from a deep desire to develop the long-term, value-added partnerships with our customers.

Elevate your sales efforts by taking advantage of every available strategy.

In today's highly competitive marketplace, you have to give consumers the information and reinforcement they need to choose your brand over every other. GP can help you make that happen with a comprehensive approach to sales development. To learn more about how you can use every available strategy to its full advantage, contact us today.

Call +65.6226.3441 or visit <http://salestraining.gpworldwide.com/> for more information about our custom sales training strategies.



Training | Consulting | Engineering

For more information, contact GP Asia at **+65.6226.3441**, Fax +65.6226.3442 e-mail for information: gpsingapore@gpworldwide.com

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