



P5 is not another sales methodology — it's a complete Selling Ecosystem.

P5 equips Sales Pros with proven processes, tools, and techniques that drive deeper customer understanding and trusted advisor relationships.

Result: Stronger, Faster-Moving Pipelines + Better Win Rates

Better System. Better sellers. Better results.

Chasing Growth

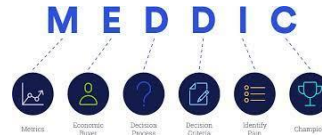
What We Hear From Clients

- Inconsistent or undocumented sales process (*Reps: "I do it my way."*)
- CRM missing or poorly used (*CRM is a contact list vs a sales enabler.*)
- Bloated or inaccurate pipelines (*Sales cycle is long. Closes are slow.*)
- Unreliable forecasts (*Deals push or disappear.*)
- Flat or inconsistent growth (*Team is over-promising or under-delivering.*)
- Sales reps "too busy" to prospect (*Customer service, versus acquisition*)
- Difficulty raising prices or improving sales terms?
- Frustrated sales reps or leaders with current results?

If you checked any of these, your company is normal.
If you checked 3 or more you need a selling system.

P5 Versus Others

Popular Selling Systems



- **Complex**, hard to learn, hard to implement
- Take **significant time & energy** to deploy
- Require **recurring fees**, seats or licenses
- **Require a certified trainer** or implementer.



- ✓ **P5 is the Anti-Selling Sales System**
Focuses on understanding the person and their problems before proposing a solution.
- ✓ **Pipeline stages reflect the evolving buyer & sales pro relationship**
Each stage aligns with how trust, insight, and value develop between seller and buyer.
- ✓ **A true Selling Ecosystem**
Processes, tools, and behaviors reinforce each other to produce consistent results.
- ✓ **Simple to learn. Simple to deploy.**
- ✓ **Adopted across leadership and sales**
Ensuring alignment, support, and real organizational adoption.
- ✓ **No recurring licenses or seat fees**
Once implemented, P5 is yours.

*“If you don’t use a selling system,
you will be at the mercy of the
customer’s system, or lack thereof.”*

P5 Delivers Results – Your “Sales GPS”

Improve Quality of Pipeline

Reduce or eliminate waste associated with the pursuit of prospects that can't, won't or never will buy.



Improve Pipeline Velocity

Increase the speed at which Deals progress through your team's pipeline. Compress win dollars, improve # Deals won / Mo



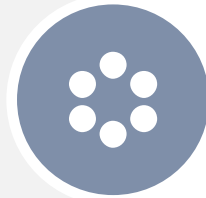
Improve Win Rates

More wins, more revenue & margin, better forecasting accuracy & more commission dollars.



Improve Pipeline Diversity

Diversification of end markets & deal sizes reduces risk of market cyclical impact on you and the company



Shorten Your Sales Cycle

Reduced waste, faster velocity will reduce the overall time it takes for Deals to progress through your team's Pipelines



Increase Your Selling Capacity

Reduces waste, faster velocity means your team can manage more active Deals effectively.



Improve Pricing Levels

Pricing techniques will result in higher average pricing points meaning higher revenue, margin and commission.



Improve Commercial Terms

Negotiating techniques will result more favorable terms, improving cancellation rates and cash flow.

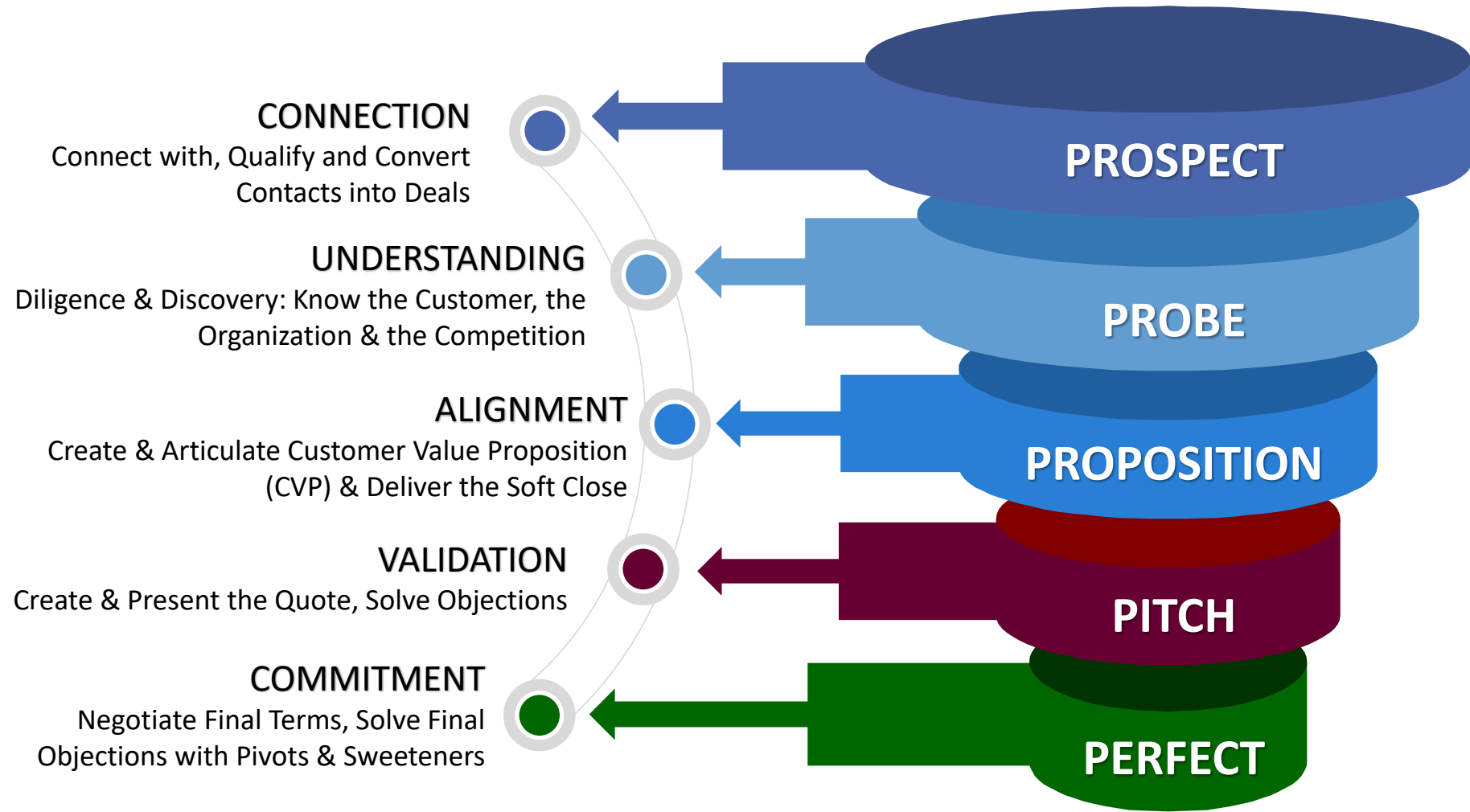
Fully adopted, P5 delivers consistent sales performance, a better buying experience, and more predictable growth.

P5 System Foundation



P5 combines proven sales methodologies into a practical ecosystem that eliminates selling waste and drives consistent results.

P5 Pipeline System



Each stage advances the relationship, with deliverables that build on the prior stage and prepare the next.

“There are many ways for a Deal to progress through your pipeline. The outcome you want is the way that requires the least effort, fewest touches and ultimately the fastest path between Qualification and Win.”

Sales Pro Mastery Series

Every P5 deployment includes a customized 12-week Sales Pro Mastery Series designed to reinforce behaviors and build lasting selling capability.



P5 Selling Pro Mastery Series

*Develop Selling
Professionals*



Core Selling Concepts & Mental Game

- Becoming a Selling Pro: Why Sales Is a Profession
- The Fanatical Prospecting Mindset
- How to Build a Daily Prospecting Rhythm
- Overcoming Call Reluctance & Paralysis from Analysis
- The 30-Day Rule: Prospecting Today for Tomorrow
- The Law of Replacement: Why Closed Deals Mean Nothing Tomorrow
- Time Blocking for Selling Pros (and What to Avoid)

Prospecting & Qualification

- Mindset
- Daily Cadence
- Activity / Outcome Lag
- Time Protection

Probe & Discovery Mastery

- Pre-Probe Diligence: Know Before You Show
- How to Get Customers Into the Emotional Buying State
- The Art of Agitating Pain Without Being Pushy
- Discovery Dialogs: How to Ask and Shut Up
- Getting Beyond “We’re Fine” Responses
- Uncovering the Real Decision Process
- How to Identify Competitive Landmines in Discovery

Proposition & Demo Excellence

- Building a Real CVP (*Not Just a Feature Pitch*)
- Solve for Objections (*Stop Saying Overcome*)
- Soft Closing: When and How to Use It Effectively
- Using an ROI Calculator to Drive Buying Energy
- Tailoring Your Demo Based on PP/GPN
- Avoiding the “Show Up and Throw Up” Demo Trap

Pipeline Strategy

- Think Like a Pro Athlete – By the Stats
- Day/Week Plan Based on the Numbers
- Reverse Math to Your Target Commissions
- Pipeline Health (*Size, Growth, Mix of Deal Size, Market, Customer*)
- Pipeline Velocity (*Stage Speed, Days Open*)

Deal Strategy

- Mutual Benefits & Action Planning
- Power/Influence Blockers
- Risk Identification & Mitigation
- Slow Down to Speed Up
- Red Flags / Walk-Aways

Pitch, Perfect, & Closing

- The Anatomy of a Perfect Quote Delivery
- Pivots and Sweeteners: What Works (And What Backfires)
- Anchoring Price with Value in Emotional Conversations
- How to Handle “Ghosting” After the Quote
- What to Do When They Say, “We Need to Think About It”
- Live Deal Coaching: Diagnosing a Stalled Deal

Crafting Emails that Teach, Not Pitch

- Using the NEED → TEACH → ASK Framework
- LinkedIn for Weather Sales: Make Your Profile a Magnet
- Video Messages That Build Trust in 15 Seconds
- Managing Your Pipeline Like a Portfolio

Advanced Negotiation Skills

- The Negotiator’s Mindset: Confidence Without Arrogance
- Why the First Price Drop Costs You the Deal
- How to Use Silence as a Negotiation Weapon
- Trading, Not Caving: How to Ask for Something in Return
- The Power of a Walk-Away Number
- Packaging Value Instead of Discounting It
- Tactical Empathy: Defusing Tension Without Losing Leverage
- When Procurement Gets Involved: What to Watch For

Messaging & Communication Skills

- How to Speak in Benefits, Not Features
- Using “You” Language to Shift Focus to the Buyer
- Crafting a 30-Second Differentiation Pitch
- The Power of Visual Metaphors
- How to Simplify the Complex Without Dumbing It Down
- Reps Who Teach Win More — Micro Storytelling 101
- Message Matching: Aligning Your Pitch to Persona
- How to Handle “Yeah, but...” with Grace

Buyer Psychology

- Buyers Don’t Buy Products — They Buy Outcomes
- Understanding the Real Risk the Buyer Feels
- How Urgency Is Manufactured (*Not Found*)
- The Buyer Brain Under Stress — and How to Calm It
- The Pain-Gain Gap: Why Some Prospects Stay Stuck
- Cognitive Biases in Sales (Anchoring, Confirmation, etc.)
- How Group Buying Behavior Differs from Individuals
- Emotional vs. Rational: When to Use Each Side of the Brain

Sales Leadership Mastery Series

Every P5 deployment includes a customized Sales Leadership Mastery Series to build critical leadership capability and ensure leaders can effectively run the P5 System.



P5 Selling Leadership Mastery Series

Develop Leaders that can run the System

P5 Leadership Foundations:

- Defining the role of a P5 leader
- Transitioning from rep to coach
- Embedding discipline, culture, and process
- Leading through the P5 Ecosystem

Rep Performance Management & Motivation:

- Setting expectations and driving accountability
- 1:1s and performance reviews that work
- Coaching with data
- Motivation strategies and managing underperformance

Coaching to the P5 Deal Stages:

- Prospect: Activity and conversion coaching
- Probe: Qualification and discovery depth
- Proposition: Crafting and delivering real value
- Pitch: Strategy, pricing, and objection handling
- Perfect: Driving adoption, renewal, and expansion
- Using role plays and call reviews effectively

Leading Through Change (Tools, Comp Plans, Pivots)

- Communicating change with clarity and confidence
- Leading from the front during tool or CRM transitions
- Reframing comp plan changes as opportunity
- Coaching reps through resistance and uncertainty
- Monitoring morale and motivation signals
- Creating a culture of adaptability and feedback
- Reinforcing new behaviors with training and recognition

Pipeline Coaching & Forecasting Excellence:

- Diagnosing healthy vs unhealthy pipelines
- Coaching by deal stage
- Forecasting frameworks and cadence
- Running pipeline and deal reviews

Running a High-Performance Sales Operating Rhythm:

- Designing and running weekly/monthly rhythms
- Team meetings, huddles, and WBRs
- Territory/account planning
- Cross-functional alignment

Hiring & Onboarding Sales Reps

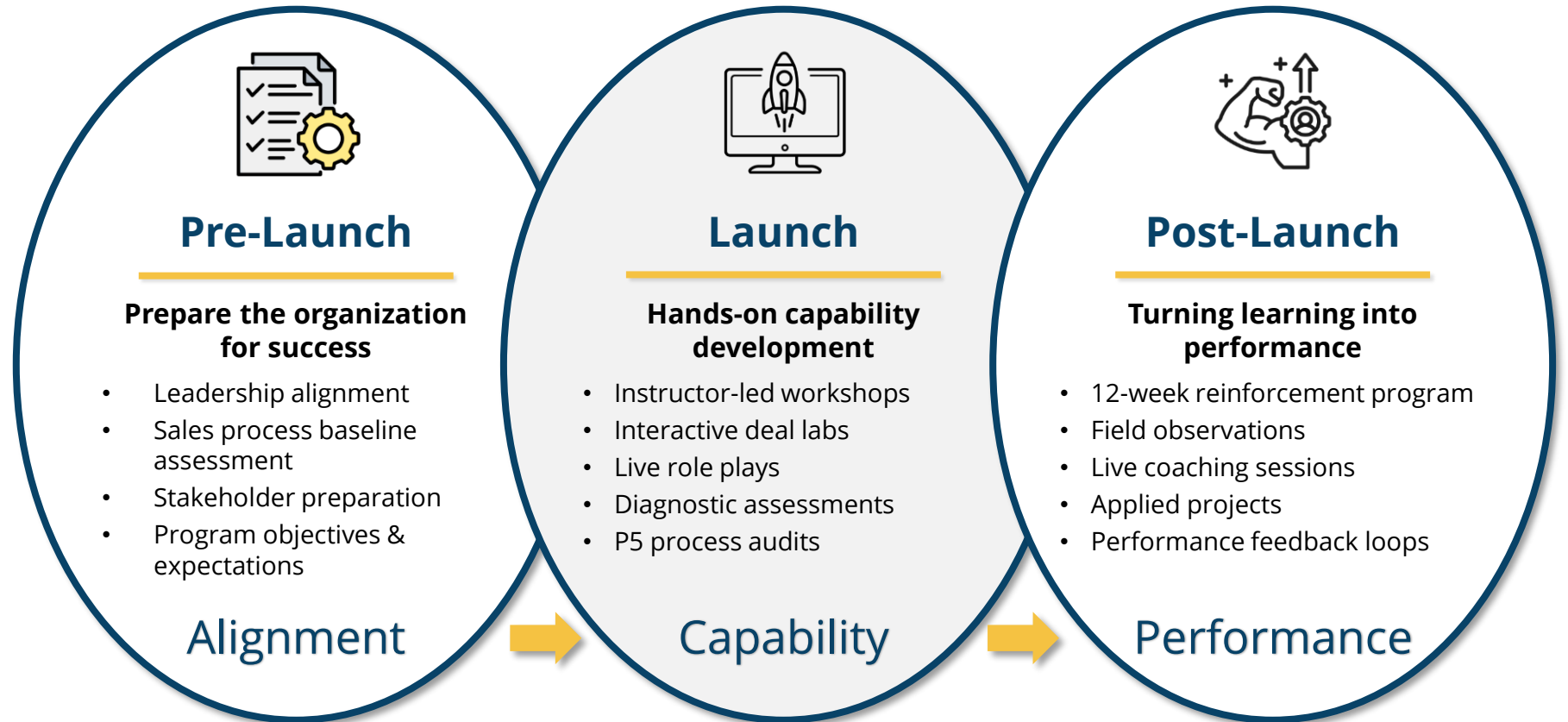
- Defining your Ideal Sales Candidate Profile (skills, attributes, culture fit)
- Structured Interviewing: Behavioral + Scenario-based questions
- Assessments and roleplay evaluations
- Building a 30-60-90 day onboarding plan aligned with P5
- Setting expectations and ramp KPIs
- Mentorship, shadowing, and live call integration
- Creating a feedback loop: coaching from day 1

Strategic Deal Coaching (Complex, Multi-Threaded Deals)

- Understanding complex buying groups and decision committees
- Stakeholder mapping: Identifying champions, blockers, influencers
- Building and validating deal strategy (using battlecards, proof points)
- Running high-impact deal reviews with the team
- Escalation strategy: When and how to bring in execs

P5 Deployment Model

P5 is not a training program — it's a complete operating model for high-performing sales organizations.



P5 doesn't just train sellers — it installs the systems, discipline, and habits that create elite sales teams.

Milestones

From Program Scope to Kick-Off, Development & Deployment, most organizations will achieve a full implementation in 60 to 90 days. Timing is dependent primarily on your organizational objectives, bandwidth, and turnaround time on company deliverables.

1

Scope

- Training Programs Selected
Reps, Sales Leaders, Non-Sales Leaders, Customer Care, Training
- Business System Integrations
CRM, HRIS, ERP, etc.
- Content Customization
Competitor, End Market, Revenue Streams, etc.
- Success Metrics
- Implementation Work Plan & Gantt Created

2

Kickoff

- Management Kickoff
Enterprise leadership inclusion & alignment.
- Sales Kickoff
Sales & sales leadership team inclusion, alignment and introductions
- Business Systems
All other internal stakeholders associated with business system integration

3

Development

- Training Programs
- Business System Integrations
- In Process Testing
- Content Customization
- Coms Plan
- Work Plan & Gantt execution, tracking & measurement

4

Deployment

- Pre/Training Launched
- Bus Systems Integrations Launched
- Final Testing
- Go LIVE!

5

Sustainment

- Success Metrics Tracked & Managed
- 16 Week Reinforcement Period
- P5 Audits
- Additional Training & Support as Required

Contact

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