

P5 is not like other selling systems. P5 is a complete Selling EcoSystem that equips sales professionals with proven processes, tools, and techniques—turning Chaos Into Clarity.

P5 delivers deeper customer understanding and trusted advisor positioning, resulting in accelerated pipeline health, velocity, and win rates.

Better tools. Better results.

Selling is Broken

Does any of this resonate?

- Inconsistent, incomplete, poorly documented, or poorly adopted sales processes (*Reps Wing-it and do what they feel is right.*)
- You don't have a CRM or your CRM use is less than desirable? (*Reps use as contact database and handle inputs sporadically versus live as it happens.*)
- Bloated, inaccurate, weak or slow-moving pipelines? (*Reps chase everything, touch points are elongated.*)
- Missed sales forecasts? (*Deals push or fall out unexpectedly.*)
- Sluggish or no growth? (*Over-promising, under-delivering, or bewilderment that the business isn't growing.*)
- Sales reps "too busy" to handle prospecting for new business? (*At capacity with customer care activity versus new flag acquisition activity.*)
- Difficulty raising prices or improving sales terms?
- Frustrated sales reps or leaders with current results?

**If you can check any of these, your organization is normal.
If you checked 3 or more, your organization needs a selling system...now.**

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

P5 Selling EcoSystem Foundation



P5 distills the best of today's leading sales methodologies into a clear, actionable EcoSystem of Processes, Tools & Techniques —focused on deeply understanding customer problems, positioning sellers as trusted advisors. P5 EcoSystem elements build on one another to eliminate selling waste, and drive more consistent, high-performing results.

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



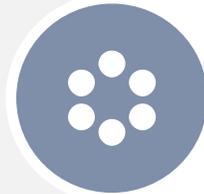
Improve Win Rates

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.

Deployed and adopted fully, your sales pros and your company will experience better and more consistent results. Customers will have a better buying experience, and the organization will more consistently achieve top line objectives.

P5 is more than a training—it's an **operating model** for elite sales organizations.



Pre-Immersion

Pre-work to set sales, sales leadership, enterprise leadership, and key stakeholders up for success



Immersion

- Classroom Session
- Interactive Workshops
- Live Role Plays
- Ongoing Assessments
- Homework
- P5 Audits



Reinforcement

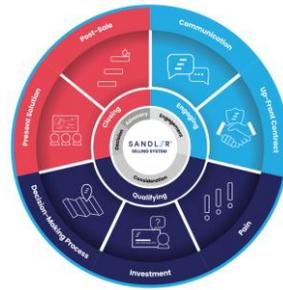
- 16 Week Reinforcement Period
- Field Observations
- Live Coaching
- Live Assignments & Projects to Support & Reinforce Training

Full
Contact
Immersion

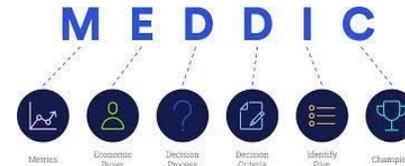
“With P5, you don’t just train sellers—you build an enterprise-wide ecosystem for selling pros who win.”

Other Selling Systems

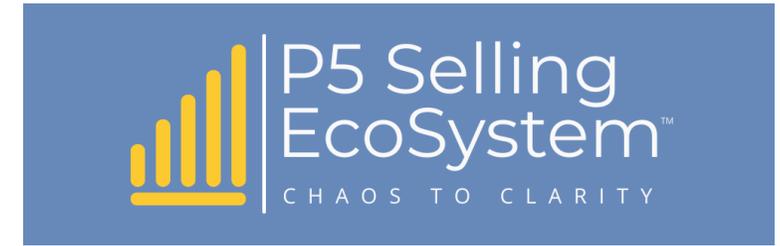
Other Systems



Miller Heiman Group™



- Often complex, hard to learn and even harder to implement. Mainstream systems work but take significant time & energy to deploy and get fully adopted.
- Require recurring fees, seats or licenses
- Require a “certified” trainer or implementer.



- P5 is a true Selling Ecosystem, where all elements are synergistic and build on one another.
- P5 is easy to understand, deploy and maintain.
- P5 is deployed via an integrator, but intentionally “seeded” into not just the sales team, but company leadership to ensure full support, alignment and understanding amongst all stakeholders.
- There are never any required recurring fees, including additional licenses, seats, or training for future additions to the team. P5 is Yours!

Pipeline Stages



Each stage has distinct objectives, actions & deliverables, building on the prior stage and setting the next stage up for success.

“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.”

MASTERY SERIES



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Selling Mastery Series

Heighten & Hone Your Skills

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 Deep Dives

- Mastering BANT: Conversational Qualification Techniques
- The “No Budget” Objection Reframe
- Prospect Like a Pro: 4 Outreach Channels You’re Underusing
- Writing Outreach That Gets Responses (Subject Lines & CTAs)
- Voicemail Magic: Leave One That Gets a Call Back
- Perfecting the Cold Call Opener
- How to Use Curiosity as Your Prospecting Superpower

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)
- The A-C-G-P Technique for Satisfying Objections
- Soft Closing: When and How to Use It Effectively
- Using the ROI Calculator to Drive Buying Energy
- Tailoring Your Demo Based on PP/GPN
- Avoiding the “Show Up and Throw Up” Demo Trap

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

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 in Selling Weather
- How to Simplify the Complex Without Dumbing It Down
- Reps Who Teach Win More — Micro Storytelling 101
- Message Matching: Aligning Your Pitch to Persona (Ops vs. Safety vs. Exec)
- How to Handle “Yeah, but...” with Grace

SALES LEADERSHIP TRAINING



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P5 Selling Leadership Modules

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

Milestones

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

1

Program 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 us Today

Stage 5 Partners

www.stage5partners.com

855-511-0401



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