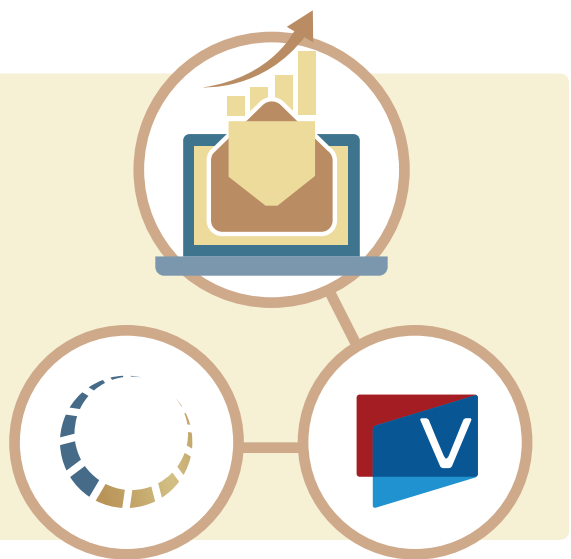


MEETING THE DEMANDS OF THE MODERN DAY SALES CALL



CHALLENGE

The good, old-fashioned sales call has changed a lot over the years, and it hasn't necessarily been a good thing for people making their living in sales. Back in the day, a typical sales call was personal. More often than not, it consisted of a face-to-face meeting featuring lots of eye contact, an opportunity for the salesperson to adequately convey the value of what they were selling, and close with a good, firm handshake. The salesperson was a living, breathing entity.

Enter the Internet, Google Ad Words, Social Media, and Inboxes flooded with impersonal emails looking to sell anything and everything to anybody and everybody. These mass marketing initiatives, coupled with the quick availability of online price comparisons have all but annihilated traditional sales and prospecting practices. This has created quite a challenge for salespeople.



SOLUTION

Vector Firm Academy is an Online Sales Training Platform built solely for system integrators and their technology partners. Its mission is to teach modern ideas of effective selling that work perfectly with the modern way of buying. Included in its dozens of course offerings is a sales training class that specifically addresses the challenges of modern day prospecting.

In Vector Firm's **"Getting in the Door Using Email"** offering, attendees learned how to create a results-driven email message. Empowered with the perspective Vector Firm can provide, that message increased their probability of getting a response from prospects. Vector Firm Academy's Action Item of the Month worked directly with each attendee to create their ideal sales email, and equipped them with the proven methodology to create several other "get in the door" messages on their own.

REAL RESULTS

Vector Firm Academy has helped countless industry professionals meet their sales goals. Among them, Curtis Nikel and Vince Ornato, CEO and President, respectively, of Vunetrix. Vunetrix offers both an on-premise or hosted solution that integrates devices from diverse manufacturers into a single view dashboard to detect, in real-time, what's happening across a customer's security network and respond before it becomes compromised.

Here he shares how the Academy's Getting in the Door Using Email course helped Vunetrix put a fire under client prospects that had gone cold.

"Recently, a prospective client stopped responding to us and went cold. When this happened, we wondered what to do next. Well, we went to the notes from the Vector Academy Email Writing session. We focused on the techniques that they shared and wrote an appropriate email. Within 30 minutes of sending the email, the end user was back talking to us and we have now received an order for our services. Many thanks to Vector Firm Academy for both the program and the training they provide."

—Curtis Nikel, VUNETRIX

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