Take a huge leap in your ability to identify the best **prospects and opportunities in Salesforce.com.**
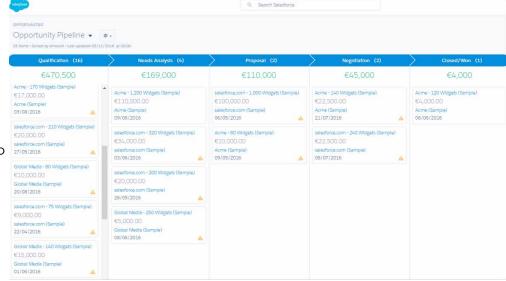
What is *Hot* and What is *Not?*

We all know the power of **Salesforce CRM** to capture details of our opportunities and deals. But sometimes "we can't see the forest for the trees" when inevitably each sales person has their own way of deciding what is a hot opportunity.

VERITAS
TRAINING
GROUP

Identify the True Prospects

The **Board**™ is a simple, but powerful visualized system that uses a **common language across the team** so there is no argument about **what is hot and what is not**. We help you and your team to develop this common language that defines a **true prospect** and then train and embed the language using a proven sales toolkit.

10,000 Teams

Over 10,000 sales teams have used the **Board System**™ to help their salespeople solve the big, recurring selling challenges. Companies such as Merrill Lynch, Lexis Nexis, Aetna and Mintel built worldclass sales teams using the **Board**.

New for Salesforce

It's now possible to implement the **Board System**™ in Salesforce.com's new Lightning Version, released in Spring'16. It means you can introduce a powerful Common Language across the sales team using the **Board System**™. It will solve this big question: **What is a true prospect that is capable of producing income?**

Opportunity Stages

Salespeople often wonder how those opportunity *stages* in Salesforce.com can actually help them sell more! When you visualize the prospect stages or journey, and give **proven ways and plays** to move prospects forward, then you'll get 100% buy-in to the whole idea of sales stages. **When we work with sales teams, it's the proven plays to move prospects through the pipeline stages that really engage the salespeople.** Frontline salespeople want ways to *win more often*, so the Board comes with proven selling strategies and tactics.

Essential Behaviors

Through visual management, The **Board** drives the essential behaviors each sales person needs in order to run a successful pipeline. The **Board** is so powerful that it **sees around corners** and gives the Manager the foresight to spot potential gaps in the sales pipeline and in month or quarter sales.

Skills = Confidence

The **Board System**™ enables salespeople to come to grips with managing prospects i.e. moving quality prospects forward, faster, and they will start to eliminate stalled deals. This creates a more skilled, but crucially, a more confident sales team.

The Board is a Coach

For sales managers who want to improve their ability to coach and train their sales teams, the **Board** is the ideal training system to keep sales people on track as it reinforces the key disciplines of Sales – New Business Prospecting, Pitching, Deal Tracking and Knowing their Numbers.

Using the Board is like giving each salesperson their personal coach. Ruadhrí O'Brien, Sales & Marketing Manager, Prodieco.

VERITAS TRAINING GROUP

Engage the Team

- Give the Team a Long Term Success System

- Turn a Lot More Pipeline into Revenue

- Turn Your CRM into a Sales Execution Tool

- Turn Your Sales Process into an Income-Producing Process – not an admin chore!

VERITAS
TRAINING
GROUP

How We Help

Customise a **Common Language** for your Sales Process.

Customise the **Board System**™ for your business (we can also work with your existing Salesforce.com partner).

Supply the Manager Toolkit for *running the Board.*

Train your Sales Team to use the **Board System**™

Follow - Through and Supports.