



Trust X Alliance members are embracing a new, highly effective program to improve their sales efforts—and win new business.

**SALES ADVANCE**

TRUST X ALLIANCE™

Sales Advance introduces a systematic, structured and collaborative approach to prospecting. This is Trust X Alliance for your sales teams.

Now there's a program, exclusively for Trust X Alliance (TXA) members, designed to give you a real advantage on the new business front. It's called Sales Advance, and it's already proving to be a real sales boost to those who are participating.

The program, which originated in the U.K. in 2017, was introduced into North America in April 2019. In just a few short months after the launch, participants have collectively achieved \$138,000 in incremental sales.

**Develop your sales team—and drive results through collaboration.**

Sales reps from various TXA companies come together to collaborate, share best practices, prospect together and win new business.

**Here's how the program works:**

1. The sales reps select the product or solution of their choice from a comprehensive solution library that includes offerings from a growing range of vendors. As the Sales Advance program grows, TXA vendors will continually add more products and solutions to this library.
2. Those who choose the same product/solution participate in a joint briefing session. During this session they focus on understanding the product/solution in greater depth, looking at it more from a sales rather than a technical perspective. They also learn how to pitch the product/solution more confidently, how to address customer objections and other sales barriers—and how to move prospects on to the next steps in the sales process.
3. Ingram Micro and the vendor of the product or solution supply the sales reps with a wealth of collateral and other sales materials to warm up their database and to use when prospecting.
4. A group prospecting session is conducted remotely. During this session, the sales reps work together as a team, dedicating time to new business conversations with customers and prospects.
5. A central dashboard offers ongoing metrics of the collective efforts during the group prospecting sessions, including the number of prospects contacted, the number of actual conversations that occur and how many prospective customers have agreed to take the next steps in the sales process.
6. Based on the metrics, the team shares and discusses best practices—what's working and what can be improved.



**Sales Advance addresses a key challenge of most sales organizations:**

"The steps and processes in this disciplined, cyclical and collaborative prospecting effort are repeated with each new solution. This gives sales reps the opportunity to engage with each other to develop a consistent approach to prospecting, hone their skills, learn best practices and gain more confidence," explains James Farrar, manager and facilitator of the Sales Advance program.

"We're finding that this program is helping to solve the issue so many sales managers face—getting their sales team to be regularly prospecting. Sales Advance provides the structure, support and accountability for colleagues to prospect together every month—and increase the chances of winning new business."

**Rave reviews from TXA members**

"Sales Advance has provided a way for my salespeople to stay focused on the activities that are going to drive new business opportunities for our company. To be able to share best practices with other MSPs across the country has been invaluable to our organization."

**Tom Halpin**  
Global Computer Systems

"A great way to set time to focus on prospecting and share those tactics with colleagues. Working and learning together, we're improving the customer's experience. The program has made me better at my job."

**Mitch King**  
Emerge

"During our first focused prospecting session with the Sales Advance team, one of our sales reps uncovered a new Cisco opportunity. Just 2 months later we've closed a significant deal. With more deals in the pipeline, what a great first prospecting session!"

**Bryan Chiasson**  
My Blue Umbrella

**Interested in advancing your sales effort?**

Join your fellow TXA members who have discovered a more effective way to prospect with Sales Advance. To learn more about the program and how you can participate, contact James Farrar, [james.farrar@ingrammicro.com](mailto:james.farrar@ingrammicro.com)