

PROGRAM OUTCOMES

SALES TRAINING INTENSIVE PROGRAM

As part of the 'Focus' series of programs, this program consists of 1 month of intensive learning, meaning 4 hours of online learning each week plus 2 workshops where your new skills are applied immediately to your business. The below objectives are for weeks 1 & 2.

1

UNIT 1

Launch into this first unit of this course by gaining an understanding of your key skills, knowledge and discipline.

- Defined your personal skills, both strengths and weaknesses as it relates to sales.
- Learn how your limiting beliefs effect your sales and motivation
- Understand your product or service and define its gains creator and pain eliminator as it relates to your targeted client.
- Build your targeted client profile and engage your ideal customers.

2

UNIT 2

In this unit, you will take a deep dive into the selling process.

- Examine the 9 steps of the selling process
- Understand how change a cold call to a warm call.
- Create scripts that works for calls, emails, and networking events
- Find out the one reason why people don't close a sale. Its not what you are thinking.
- Create a fact finding matrix that builds trust and opens the client up to a meaningful conversation.
- Understand how to build your key positioning statements for success
- Understand the power of storytelling

WORKSHOP 1

In this workshop, you will build the key resources in the first half of the sales process need for a successful sale.

- Pre-approach checklist
- Email, Networking and call scripts
- Targeted Customer List
- Fact Finding Matrix
- Storytelling Matrix
- Weekly Cadence
- Customer Preparation Checklist
- Introduction Scripts & Agenda Setting Tools
- Competitive Assessment Tool

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3

UNIT 3

Building upon the workshop and the two previous units, you will:

- Understand how to make a recommendation that helps to visualize the gain creators and the pain relievers that you have discovered by working with your client.
- Understand the building blocks to a professional presentation
- Learn the “Law of Six” as it relates to objection handling
- Learn how to overcome objections that creates customer engagement

4

UNIT 4

This unit you will complete the steps in the sales process by:

- Learning how to “ask for the sale.”
- Understanding the closing techniques that work
- Learning how to make closing the sale as a natural course of the process
- Getting your customer to close the sale for you.
- Understanding how to get referrals and turn your customers into raving fans.

WORKSHOP 2

Building upon the previous units and workshop #1, you will:

- Complete the scripts associated with the sales process
- Work with others to perfect your sales process
- Create your sales goals with you personal goals in mind.