

# BREAKTHROUGH SALES TRAINING

COMPREHENSIVE  
PROGRAM





# OVERVIEW

Our current environment demands a shift in the way we engage with and sell to customers. Sales professionals must be equipped to break the barriers that exist when selling particularly in the virtual world.

This certificate program combines core traditional sales strategies in our 9 step sales process with psychological, marketing, and virtual tools and skills that will give you or your sales team a competitive edge.

Participants will learn how to build and maintain a strong lead pipeline, win more opportunities in meetings, and create raving fans as a result of an excellent customer experience. During the program, participants will begin by understanding themselves, their product & company, and their target audience more fully; prepare for and ace sales meetings, and create a raving fan base.

## COURSE STRUCTURE

Participants will receive instruction through online group zoom classes as well as in one on one coaching sessions. They will also have access to all course tools and content including recordings of classes on an e-learning hub, allowing them to review anything they missed at their own convenience. Participants can also become part of our Facebook group community, giving them an open forum to ask questions to instructors and other business owners.



## COURSE HOURS

- Weekly 2 hr group zoom sessions for 12 weeks
- 6 months of bi-monthly zoom training (2 hrs each)
- 2 hours of one on one coaching scheduled when participant chooses

**50 hrs of total instruction time over 9 months.**



# WHO IS THIS PROGRAM FOR?

## BUSINESS OWNERS

Sales is the most important role in every business. A great product, service, or idea alone will not generate revenue. As the expert in your business and your customers, having strong sales skills will help you far beyond the sales floor to negotiate and developing better product offerings. In the end, though, it's increasing your customers that will result in business growth, so regardless of whether you are on the floor or you have a sales team, this course will help you get there faster.

## SALES PROFESSIONALS

Every top sales professional is constantly looking for ways to improve their sales technique because they know it leads to more dollars in their pocket. This program will help you analyze every aspect of your sales process: who your ideal clients are, where to find them, how to close more deals, and how to turn them into effective referral partners.

## ABOUT BUSINESS WISE COACHING

### Simple, Practical & Relevant

We are committed to providing your business with every possible advantage to thrive in Saskatchewan and beyond! Our experienced team provides your business with the expertise you need, available at your fingertips. With many options - from individual courses to full certificate programs, and from one on one coaching to mastermind groups we've got you covered.

**Your success is our success.**



# Program Instructor

**Wayne UnRuh**  
**Serial Entrepreneur**

Wayne has held various executive level positions in marketing related businesses throughout his 30 year career before starting Metrics Online Marketing including Direct West Publishing & Print West communications to name a few.

Wayne has a gift of storytelling and loves a good laugh. He believes that every brand and business has a story to tell, and business is no laughing matter.

He has launched several businesses over his career including Metrics Online

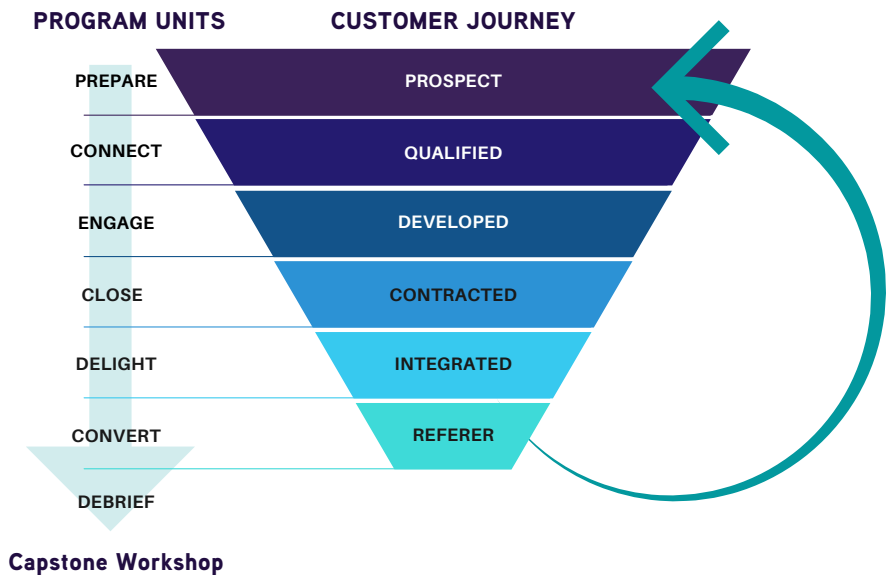
Marketing, Save Locale, Fresh Magazine, Balance Credit Counselling and our favourite - Business Wise Coaching, to name a few.

A graduate of the University of Saskatchewan from Commerce. He obtained his Chartered Accountant designation in 1999 and attended numerous executive courses in the field of marketing, management and mergers and acquisitions at Richard Ivey School of Business, Queens University, North Western University and Harvard University.



# THE LEARNING JOURNEY

Our sales program is designed to teach simple, practical, and easy-to-understand concepts in combination with activities that help you apply what you've learned directly to your business.



## KEY TAKEAWAYS

In this program, participants will

- Evaluate their own strengths and weaknesses as sales professionals.
- Identify, engage, and build relationships with their ideal clients in a digital world.
- Learn how to prepare for, run, and follow up with meetings to maximize close ratios.
- Learn how to get deals unstuck & retarget leads that have fallen off.
- Determine how to improve the customer experience to move beyond customer satisfaction to surprise & delight them, creating raving fans.
- Effectively position the referral proposition to clients.
- Track their metrics & identify areas for continuous improvement in their sales process.
- Build their own sales plan for the next year.

## LEARNING EXPERIENCE

### SEE

Learners are introduced to content through stories, expertise, and humour.

### SHARE

Knowledge is constructed by sharing and discussing with instructors, peers, and your target audience.

### REFLECT

Learners are given the opportunity to reflect, relate, and write down key takeaways and action items for each course.

### TRY

Capstone activities connect key takeaways with business and action immediately to solidify new practices.

# PROGRAM OUTCOMES

## BREAKTHROUGH SALES TRAINING FOUNDATIONS

As part of the 'Learn' series of programs, this program consists of 3 months of consecutive learning, meaning 2 hours of learning every week for 12 weeks. This program is designed to introduce the 9 step selling process, helping participants dive deep into the analysis or development of their own sales process.

1

### PROGRAM INTRODUCTION

Familiarize yourself with online platform, course layout, & materials.

2

### UNDERSTAND YOURSELF

Learn how your personality, limiting beliefs, & motivation effect your ability to sell.

3

### UNDERSTAND YOUR PRODUCT

Develop your unique selling proposition for yourself, your product, & your company.

4

### LEAD GENERATION

Learn strategies to build your personal brand and generate leads online.

5

### TARGETING YOUR IDEAL CLIENT

Learn key steps to the sales process allowing you to identify, qualify, & engage your ideal customers & stakeholders.

6

### CLOSING THE APPOINTMENT

Craft your script & build your persistence to win more appointments.

7

### ENGAGING YOUR CLIENT

Learn how to set up and run your meeting to build long lasting relationships with clients.

8

### THE POWER OF STORYTELLING

Develop a powerful sales presentation around storytelling & make a strong recommendation.

9

### HANDLING OBJECTIONS

Learn how to anticipate & overcome objections to get a deal unstuck.

10

### CLOSING THE DEAL

learn how to advance the sale to a close and how to get a deal unstuck.

11

### MOVE BEYOND SATISFACTION

Identify ways that you can improve the client experience to surprise & delight.

12

### RAVING FANS TO REFERRALS

Learn how to create raving fans and get referrals that lead to a significant increase in sales.



# PROGRAM OUTCOMES

## BREAKTHROUGH SALES TRAINING

### IMPLEMENTATION

As part of the 'Apply' series of programs, this program consists of 6 months of online learning, with 2 hr online classes every 2nd week. This program is designed to help sales professionals & businesses refine every aspect of their sales process and implement a sales plan that will help them increase their close ratio and sales revenue.

**1**

#### WORKSHOP 1

Complete your personal assessment & evaluate your current sales capabilities.

**2**

#### WORKSHOP 2

Complete your sales target evaluation and your Pains & Gains worksheet & develop your elevator pitch.

**3**

#### WORKSHOP 3

Discuss your communication style & create scripts for different personality types.

**4**

#### WORKSHOP 4

Practice & collect feedback on your appointment scripts.

**5**

#### WORKSHOP 5

Build networking scripts & assess networking opportunities in your area.

**6**

#### WORKSHOP 6

Build your Fact Finding Matrix & scripts and develop a 'gains and pains' presentation. Refine and collect feedback from the group on both.

**7**

#### WORKSHOP 7

Build an Objection Handling Matrix & test it with the group.

**8**

#### WORKSHOP 8

Refine & practice closing techniques with your peers.

**9**

#### WORKSHOP 9

Build up your personal brand & your personal marketing strategy.

**10**

#### WORKSHOP 10

Gather feedback on YOUR sales meeting video.

**11**

#### WORKSHOP 11

Gather feedback on YOUR sales meeting video - continued.

**12**

#### WORKSHOP 12

Evaluating your progress relative to workshop 1 and wrap up with any questions.

## PROGRAM CREDENTIAL

Upon the successful completion of the program, participants will receive a certificate of completion. This program is not graded as the purpose is for participants to gain the skills and knowledge they need to be successful in their business or career.

## TRAINING COSTS

### Breakthrough Sales Training Foundations

3 Months, 24 Hrs Total Instructional Time

\$ 500 Materials

\$ 5,457 Tuition

\$ 5,947

### Breakthrough Sales Training Implementation

6 Months, 26 Hrs Total Instructional Time

\$ 500 Materials

\$ 6,457 Tuition

\$ 6,947

### Breakthrough Sales Training Comprehensive

9 Months, 50 Hrs Total Instructional Time

\$ 500 Materials

\$ 9,500 Tuition

\$ 10,000

Above prices are for each registered participant. Each business is encouraged to send 1 business owner or manager to audit the program alongside their registered participant to ensure the successful integration of tools and strategies into the business.

Visit [bwise.ca/calendar](https://bwise.ca/calendar) for upcoming program start dates.

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