



Breakthrough Sales Training

Part 1 & 2
Program Outline

Overview

Sales is the engine that drives our business, but our current environment demands a shift in the way we engage with and sell to customers.

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

- **Part 1 - Weekly 4 hr group Zoom sessions for 6 weeks**
- **Part 2 - 3 months of bi-weekly zoom training (4 hrs each)**
- **2 hours of one on one coaching scheduled for times that work for the participant in each program**





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 negotiate and develop better stakeholder relationships and products. 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.



Simple, Practical, and 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 complete certificate programs and one-on-one coaching, to mastermind groups, we've got you covered.

**WE EXIST TO HELP BUILD
MILLION & BILLION
DOLLAR BUSINESSES.**



Program Instructor

Wayne UnRuh
Be Wise Business Academy

Wayne has held various executive level positions in marketing related businesses throughout his 30 year career before starting Encompass 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 Encompass Online Marketing, Save Locale, Fresh Magazine,

Balance Credit Counselling and our favorite - Be Wise Business Academy

A Commerce graduate of the University of Saskatchewan from Commerce, Wayne obtained a Chartered Accountant designation in 1989 and has attended numerous executive courses in the fields of marketing, management, and mergers & acquisitions at Richard Ivey School of Business, Queens University, North Western University & Harvard University.



How our program will help build your business profits

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.

9 STEP SALES PROCESS

SECTION 1
Appointment Setting

SECTION 2
Cal Preparation

SECTION 3
Introduction

SECTION 4
Fact Finding

SECTION 5
Presenting

SECTION 6
Recommendation

SECTION 7
Objection Handling

SECTION 8
Closing

SECTION 9
Referrals

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 each course.

TRY

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

PROGRAM OUTCOMES

Breakthrough Sales Part 1

This program consists of 6 weeks of live online group learning, with 4 hours of Zoom training every week. This program is designed to introduce the 9 step selling process, focusing on understanding the who, how and why of your own sales process.

1

INTRODUCTION

Familiarize yourself with online platform, course layout, & materials. Learn how your personality, limiting beliefs, & motivation effect your ability to sell. Examine the 9 step selling process.

4

ENGAGING YOUR CLIENT THROUGH STORYTELLING

Learn how to set up and run your meeting to build long lasting relationships with clients. Develop a powerful sales presentation around storytelling & make a strong recommendation.

2

UNDERSTAND YOUR PRODUCT & HOW TO GENERATE LEADS

Develop your unique selling proposition for yourself, your product, & your company. Learn strategies to build your personal brand and generate leads online.

5

HANDLING OBJECTIONS & CLOSING THE DEAL

Learn how to anticipate & overcome objections to get a deal unstuck. learn how to advance the sale to a close using closing techniques that meet your clients needs.

3

FINDING YOUR IDEAL CLIENT & CLOSING THE APPOINTMENT

Learn key steps to the sales process allowing you to identify, qualify, & engage your ideal customers & stakeholders. Craft your script & build your persistence to win more appointments.

6

MOVE YOUR CLIENTS BEYOND SATISFACTION TO RAVING FANS

Identify ways that you can improve the client experience to surprise & delight. Learn how to create raving fans and get referrals that lead to a significant increase in sales.

PROGRAM OUTCOMES

Breakthrough Sales Part 2

This program consists of 3 months of live online group learning, with 4 hours of Zoom training every second week so that participants have a chance to spend alternate weeks working on their business. This program is designed to help sales professionals evaluate, refine, and collect feedback on their application of 9 step selling process introduced in Part 1, by developing and implementing their own personal or business sales plan.

1

WORKSHOP 1 - INTRODUCTION

Familiarize yourself with the online platform, course layout, & materials. Learn the Be Wise Sales Plan and complete a detailed assessment of your current situation. Evaluating and segmenting your current client base & defining your ideal customer based on profitability, growth opportunity, and characteristics.

4

WORKSHOP 4 - TACTICS

Identify tactics to help you implement the strategies developed in week 3. Create a detailed action plan to ensure you accomplish your goals. Collect feedback on your strategies and tactics from the group.

2

WORKSHOP 2 - ASSESSMENT

Evaluate your personality and communication skills in relation to sales. Complete a SWOT analysis of yourself, your company, and your product. Create your own personal vision & mission statement.

5

WORKSHOP 5 - RESOURCES

Craft and practice your scripts and any other resources required to implement your strategies and achieve your goals. Create your greatest pitch deck ever.

3

WORKSHOP 3 - STRATEGIES

Learn a number of strategies that can help overcome obstacles and increase sales. Choose strategies to implement that will take advantage of strengths and opportunities and mitigate weaknesses and threats. Set your upcoming year's sales goals & identifying any obstacles in your way.

6

WORKSHOP 6 - FEEDBACK

Gather feedback on your sales plan and present your full sales meeting to other business owners.

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 Part 1

Weekly for 6 weeks, *24 Hrs Total Instructional Time*

\$ 500 Materials

\$ 4,457 Tuition

\$ 4,957

Breakthrough Sales Part 2

Bi-weekly for 3 months, *24 Hrs Total Instructional Time*

\$ 500 Materials

\$ 4,457 Tuition

\$ 4,957

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.

Our Guarantee

We guarantee that you will increase your close ration by 20% within 1 year or we will provide you with free one on one coaching to ensure you do!

*Participants must have completed the program & activities and implemented any action items that were produced as a result.

BE WISE BUSINESS ACADEMY

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Visit the calendar on our website for upcoming program start dates.

