



NEW SALES. SIMPLIFIED.

VIDEO COACHING SERIES

▶ Course Contents

- ▶ **MODULE 1 — COMMON REASONS WHY SALESPeOPLE DON'T DEVELOP MORE NEW BUSINESS**
The Not-So-Sweet 16 reasons that get in the way of salespeople and sales teams winning more New Sales. Put your defenses down and check your ego at the door as we look at what trips up other sellers from filling their pipelines and bringing in net new business. You just might identify a few reasons preventing you from having the success you want.
- ▶ **MODULE 2 — THE NEW SALES DRIVER AND THE COMPANY'S RESPONSIBILITY FOR SALES SUCCESS**
A foundational module that takes a quick look at a VERY SIMPLE FRAMEWORK for putting together a successful new business development-focused sales attack, this module includes a bold promise to salespeople and some blunt words for sales leaders about their responsibility to help the sales team succeed.
- ▶ **MODULE 3 — SELECTING STRATEGIC TARGETS**
Selecting target prospects is the first step in your sales attack for a reason — it's a rare chance to be strategic! This module offers guidance on building your target list, segmenting your accounts, creating an ideal prospect profile and more...
- ▶ **MODULE 4 — SHARPENING YOUR SALES STORY**
This module makes the case that your Sales Story is your most critical sales weapon and walks you through a comprehensive exercise to help you create a relevant, powerful, compelling, succinct, customer-issue/outcome-focused, differentiating sales story. Leave plenty of time because there is significant work to be done in order to craft a highly effective story/message and it will be well worth the energy you invest.
- ▶ **MODULE 5 — TELEPHONE PROSPECTING — GETTING IN!**
Get ready to get reacquainted with dialing the phone and this module will help make the phone your friend! Your anxiety about making prospecting calls is going to go down while your confidence and effectiveness will increase dramatically. Learn the keys to successful proactive telephone calls and tips that will change your entire perspective about voicemail. You are about to start securing many more meetings with target customers and prospects.
- ▶ **MODULE 6 — STRUCTURING EFFECTIVE CONSULTATIVE/DISCOVERY SALES CALLS**
This module provides everything you need to conduct winning Discovery/Consultative sales calls. You will learn how to stop presenting and start selling; how to transition from rapport building to setting up the meeting by sharing your agenda and getting buy-in; how to use your sales story to position yourself, build credibility and warm up the prospect to answer your probing questions; how to seek out objections and obstacles; and how to clearly define and schedule next steps (close).
- ▶ **MODULE 7 — POWERING-UP PRESENTATIONS & DEMOS**
After reviewing this lesson, you will never do premature presentations again. You'll have a new recipe for using PowerPoint and you'll become a master at turning presentations from monologues into dialogues. Customers will no longer perceive you as a vendor or pitchman, but instead will see you as a consultant, value-creator, and trusted advisor.
- ▶ **MODULE 8 — PLANNING & EXECUTING THE NEW BUSINESS DEVELOPMENT SALES ATTACK**
This module is where the rubber meets the road. None of the lessons prior to this mean anything unless you execute the sales attack. We will look at how to become selfishly productive, block your calendar for high-value activities, manage your personal pipeline, and monitor the true key metrics that ensure your sales attack in on track.
- ▶ **MODULE 9 — BECOMING A PRO'S PRO AND PERENNIAL TOP-PRODUCER**
Module 9 tackles everything from attitude to how to keep yourself operating at peak performance You will be challenged about taking real vacations and staying away from email, setting monster goals and rewarding yourself for achieving them, and how to remain a top-producer year after year.