

CHANGE CONNECT

THE ART OF PRESALE



OUR POPULAR SALES PROGRAM PROVIDES PRESALES PROFESSIONALS WITH ABSOLUTELY EVERYTHING THEY NEED TO SUCCEED.

Maximize your revenue potential by taking a more strategic approach to working with influencers and leverage the power of B2B marketing. Master the top of the sales funnel process in order to close more deals at higher profit margins, while keeping your clients happy.

Who Should Attend

- Professionals that want to further penetrate key accounts by building relationships at the presale stage of the sales funnel, develop long-lasting client and influencer partnerships, and create more strategic territory plans for better prospecting
- Key account managers, technical sales team, sales demo team, marketing professionals, business-owners/entrepreneurs, sales managers
- A minimum of two years of presale experience is recommended

Available Formats

- Instructor-led in class over six days with twelve hours of online training
- On-site with the opportunity to customize

Cost

- The cost is \$6,250 + HST per trainee.

TRAINING CURRICULUM

MODULE 1

ADVANCEMENT DRIVEN BUSINESS DEVELOPMENT FUNNEL

- Creating a custom advancement driven business development funnel increases sales while providing important predictive information that an event driven funnel cannot provide
- Mapping out the buyer journey, sales process and qualifying matrix
- Understanding how sales advancement plays a part in improving the sales funnel
- Remembering that the sales process requires constant iterations

MODULE 2

UNDERSTANDING THE COMPANY AND OUR MARKET

- Mapping out the Buyer Journey for your company
- Why experiencing the day-to-day job of potential customers can build trust and lead to greater client relationships
- Defining your company's value proposition
- Creating a strong differential between us and our competitors
- Who are our targeted segments?
- Why a nuanced understanding of your company's products and services is critical to the sales process
- Understanding why Sales is a 24-7 lifestyle

MODULE 3

UNDERSTANDING YOUR MARKETS TO HELP IDENTIFY BETTER LEADS

- Identifying all of the market segments that could benefit from your company's products and services
- Establish key evaluation criteria to determine market attractiveness
- Identify a set of potential leads within each desirable market
- Generate a comprehensive strategy for profit maximization (market segmentation)
- Establish key evaluation criteria to determine lead attractiveness
- The efficacy of an elevator pitch and how to create one

MODULE 4

THE SELLING PROCESS WITH A HIGHER SUCCESS RATE

- Developing an effective prospecting script to secure appointments
- Preparing an initial contact script
- Understanding the role of a Decision Maker (DM) vs. Decision Influencer (DI)
- Learning to apply the consultative selling process to gain a commitment to proceed to a full presentation
- Learning how to prepare and deliver an effective sales presentation: styles, components, and identifying with your audience
- Managing client meetings: principles of face-to-face selling, keys to rapport building, questioning, benefit selling, objection handling, and closing

MODULE 5

PRACTICE THE WORLD OF CONSULTATIVE SELLING

- What is consultative selling?
- The benefits for buyer-centric selling and creating customer value
- Applying a consultative selling approach to engage buyers through customer-focused dialogues
- Assessing communication style of participants to draw awareness to possible communication blindspots

MODULE 7

CRAFTING AN EFFECTIVE SALES PRESENTATION

- Reviewing the best practices of sales presentation design
- Leverage customer research to create targeted sales presentation
- Be in control of the conversation by asking effective questions and guiding the customer to align their business needs to your product/service offerings with a presentation
- Understand where a sales presentation fits into the customer buying journey
- How to ask questions that will resonate more with your influencer. How to develop questions to build rapport, uncover information, build credibility and gain trust
- Reviewing available technology for visual effectiveness

MODULE 6

ROLE OF AN INFLUENCER

- What is an influencer?
- How an influencer fits into the sales pipeline process
- Understanding the needs of an influencer
- Engaging an influencer with key value propositions

MODULE 8

DELIVERY OF PRESENTATION

- An opportunity to delivery the content during class
- Instructor will provide real-time coaching for improvement.