

CHANGE CONNECT

SALES FUNDAMENTALS FOR SMBS



**IF YOUR SALES HAVE HIT A
WALL – OR WORSE
DECLINING – IT’S TIME TO
LOOK AT IT THROUGH
ANOTHER LENS. DO THINGS
DIFFERENTLY.**

Did you know that approximately 75% of start-ups fail.*
There can be many reasons leading to failure,
however most are sales related.

Classroom discussions on the best practices of sales. The
outcome? Actionable know-hows to improve your daily
sales operations immediately.

WHO SHOULD ATTEND?

- *Entrepreneurs who are ready to launch their new ideas and build a profitable business*
- *Business Development or Account Management reps for a SMB*
- *Sales leaders who are looking to improve their existing business sales operations.*

AVAILABLE FORMATS

- *Instructor-led, twelve (12) weekly sessions from 9:30AM to 4:00PM*
- *On-site or one of Change Connect’s training facilities*

COST

- *\$8,900 + HST per trainee.*

* Based on a Harvard Business School study

MODULE 1

BUILDING A PROSPECTING PLAN

It's easy to set a sales goal. It's not as easy to actually calculate how to reach it and with what activity. A defined prospecting plan involves working backwards from your sales goals and strategically determining what activities get you to that goal. In this module, we'll work together to create goals, timelines and a realistic action plan. Do we focus on cold calling? Maybe tradeshow? How about social media? The numbers will tell us.

Homework & Assignment:

- Sales Activity Calculator
- Actionable Prospecting Plan

MODULE 2

CRM BEST PRACTICES

Do you have your CRM up and running? Great! Do you know exactly which stage of your sales process causes you to leak the most sales? What are your exact closing ratios per specific verticals? Not sure? Then your CRM is most likely not set up optimally. Module 2 will focus on making sure you get the most out of that fancy CRM you pay for. We'll establish rules so that your entire team is collaborating efficiently. From there, we'll make sure that we'll turn all that data collection into actionable tasks.

Homework & Assignment:

- Sales pipeline setup
- Dashboard customization
- Automation review and selection

MODULE 3

DRIP CAMPAIGNS & MAILING LISTS

Customers don't buy immediately. You'll need to nurture leads by sending useful information repeatedly over a period of time. A drip campaign is a set of marketing messages that are sent automatically on a schedule. While this may seem daunting, this module will walk you through the process of creating a cadence to capture more leads and cut through the clutter of their inboxes.

Homework & Assignment:

- Design a drip campaign
- Select a marketing automation tool

MODULE 4

COLD CALL SCRIPTING

Cold calling is hard. It's just a simple truth. But a successful salesperson can drive their own performance and results based on this age-old practice. Module 4 will take the anxiety out of the cold calling process by building a compelling script that leverages a carefully designed offer of value to your prospects. Our finished scripts will present a direct, relevant and confident pitch that gives you the best chance of closing.

Homework & Assignment:

- Complete a cold call script and objection handling library
- Roleplay cold calls with detailed feedback

MODULE 5**CUSTOMER-DRIVEN
VALUE PROPOSITION**

Why should your ideal customer buy from you? Did you design your core value proposition with your customer in mind? Does your company's core value proposition align with your ideal customers' needs? Aside from looking only at your company's unique value proposition, we will guide you to build an effective sales process by putting the focus back on your customers' needs

Homework & Assignment:

- Buyer needs exercise
- CDVP exercise

MODULE 6**RUNNING A SUCCESSFUL
SALES MEETING**

Meetings can be highly productive and a great inspiration to your team. They can also be counterproductive and a great waste of time that distracts your team from important deliverables. Module 6 will help you design a sales meeting that is consistent, efficient, interactive and also a vehicle for you to award performance and call out areas of improvement. All while leveraging key KPIs so that your coaching is based on numbers not emotions.

Homework & Assignment:

- Create a weekly sales meeting agenda
- Create a customized sales call plan template

MODULE 7**SOCIAL MEDIA &
DIGITAL MARKETING**

Many businesses believe that social media is enough to increase sales via digital marketing. What most don't realize is that social media is just one of the available channels of digital marketing. Digital marketing goes significantly beyond the Internet and attempts to reach real people using digital means. While you can go it alone, it's best to find a proper digital marketing partner so you can focus on running your business. But how do you separate the "Kitchen Table Instagrammer" from the true partner? Module 7 brings you up to speed on what you need to know to find that partner and be able to properly understand if your paid campaigns are meeting your objectives.

Homework & Assignment:

- Create a digital marketing partner success checklist
- Create a preliminary social media ad strategy

MODULE 8**CLOSING TECHNIQUES**

One of the most common roadblocks to improving sales performance is not being able to close. This only get worse at the end of a quarter or fiscal year as your company feels increased pressure to close deals. While there are natural born closers it's also a skill that can be learned. We'll go through various closing techniques to guide your prospects through the purchasing process.

Homework & Assignment:

- Select from your current client list and create a follow-up plan using the appropriate closing technique