

This is a 12 course online blended-learning curriculum with highly experienced executive coaches. The learning methodology is based on the Performance Assurance System™, a research-based and award-winning learning model for sustainable results. Accelerate your sales development journey with our sales assessment, leading sales practice methodology, coaching, 24/7 online and mobile micro-courses with games and quizzes to support learning and mastery of Sales Management skills and knowledge. Our sales cycle-management curriculum focuses on customer-facing skills and behaviors needed when working with prospects, customers, and clients to sell more in less time.

PROSPECTING

- Psychology of Prospecting
- Prospecting Campaigns
- Telephone/Voice Mail Return
- Warm Call Referral Prospecting
- Dealing with Indifference

QUALIFYING

- The “Big Five” Qualifiers
- Categorizing/Organizing Leads
- Buying Influencers
- Sales Funnel Stages for Advancing
- Developing Buying Interest

BUILDING RAPPORT

- Greetings and Introductions
- Business Etiquette and Customer Care
- Building Trust and Respect
- Confidence in Any Situation
- Building Positive Relationships

QUESTIONING

- Introduction to STeR Questions
- Pinpointing Needs
- Finding Problems
- Building Needs
- Questions that Sell for You

LISTENING

- Authentic Listening
- Increasing Concentration
- Building Curiosity
- Gaining Clarity
- Critical Listening

PRESENTING/RECOMMENDING

- Planning Persuasive Presentations
- Preparing Presentations that Sell
- Practicing for Perfect Delivery
- Presenting with Impact
- Avoiding Mistakes and RX for Anxiety

INFLUENCE TECHNIQUES

- Appropriate Use of Power
- Six Influence Techniques
- Getting Others to Follow Your Lead
- Influencing Change
- Credibility: Maximizing Core Influence

NEGOTIATION SKILLS

- Intro to Negotiation and Strategy
- Planning Effective Negotiations
- Opening Win-Win Discussions
- Exploring Win-Win Alternatives
- Reaching Agreement and Tactics

RESOLVING CONCERNS

- Psychology Objections & Concerns
- Preventing Objections & Concerns
- Steps for Handling Objections
- Resolving Objections Scripts
- Resolving Concerns in Large Sales

CONFIRMING/CLOSING

- Psychology of Confirming Sales
- How to Ask for the Business
- Increasing Closing Ratios
- Confirming Different Buyer Styles
- Getting to Yes

FOLLOWING THROUGH

- Upselling Opportunities
- Preventing Buyer’s Remorse
- Email Etiquette Follow Through
- Customer Feedback and Satisfaction
- Keeping Customers for Life

BUILDING REFERRALS

- Psychology of Building Referrals
- How to Ask for Referrals
- Quick-Results Referral Techniques
- Strategic Referral Techniques
- Networking Your Way to the Top