



Sales Readiness Group



LIVE VIRTUAL CLASSROOM

Sales Training & Development

Sales Readiness Group, Inc.

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LIVE VIRTUAL CLASSROOM



Live Virtual Classroom

SRG's Live Virtual Classroom programs offer fast, effective and flexible skills based sales training and sales leadership development solutions for sales organizations looking to maximize their training budgets. Utilizing live facilitators in a state-of-the-art virtual classroom training platform, our Live Virtual Classroom sales training and leadership development programs are perfect for distributed sales teams or teams who need to minimize time out of the field.

Our online training features highly engaging facilitators, limited class sizes and scenario based learning. Programs are based on SRG's award winning curriculum and include comprehensive workshop manuals, sales tools and planners.

In SRG's virtual classroom, participants can ask questions, conduct role plays and interact with the facilitators and other participants. In addition, participants have replay access to all training after the workshop has been completed.

Benefits of Live Virtual Classroom

- ▶ **No travel expense**
- ▶ **Minimize time out of the field**
- ▶ **Highly relevant personalized training**
- ▶ **Great for distributed teams**
- ▶ **Flexible scheduling and replay access for reinforcement**

Program Components

- ▶ **Live facilitator during all sessions**
- ▶ **Comprehensive program workbook for each participant**
- ▶ **State-of-the-art instructional design to encourage engagement and participation**
- ▶ **Sales tools and planners to use in the field and as reinforcement**

Design Your Own Curriculum

SRG's Live Virtual Classroom programs can be taken individually, as a series or "mix and matched" based on your sales team's development needs. In addition, SRG can personalize a program for your sales organization with customized cases, examples and scenarios to better address your organization's unique sales challenges and make the training more relevant to program participants.

For more information contact us:

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SALES TRAINING PROGRAMS

Prospecting for New Business

Summary

The key to successful selling is successful prospecting, and a sales professional's skills at prospecting will determine their sales performance. **Prospecting for New Business** covers proven prospecting skills, techniques and strategies that will increase the number of qualified prospects in your sales pipeline, improve call-to-appointment ratios and keep you motivated. This program is designed for both inside and outside sales professionals responsible for contacting sales prospects and converting them into qualified leads and/or booking appointments.

What You Will Learn

- ▶ **Overcoming call reluctance**
- ▶ **Setting SMART prospecting goals that tie to sales goals**
- ▶ **Seven step prospecting process to gain commitment and close on appointments**
- ▶ **How to work through gatekeepers**
- ▶ **Leaving effective voicemails**

Length: 90 minutes

Building Trust Relationships

Summary

Trust relationships are the foundation of selling, and a successful sales professional must build trust relationships throughout the sales process. **Building Trust Relationships** shows sales professionals how to quickly build trust with customers, enhance their listening skills and improve the effectiveness of their sales calls.

What You Will Learn

- ▶ **Align your Sales Process with the customer's Purchase Process**
- ▶ **Quickly build trust relationships with customers**
- ▶ **Active listening skills**
- ▶ **Establishing customer-focused call objectives**
- ▶ **How to open a sales call and capture a customers interest and attention**

Length: 90 minutes



Identifying Priorities

Summary

All too often sales professionals jump into "sales mode" before they understand what a customer wants. Only when you identify a need will you be able to offer a solution that provides value to the customer. **Identifying Priorities** teaches sales professionals how to use questions to identify customer needs, priorities and goals. This is a critical stage of the sales process and forms the basis for consultative selling.

What You Will Learn

- ▶ **Questioning strategy to identify customer needs, priorities and goals**
- ▶ **Fact, need and implication questions**
- ▶ **Using consultative questions to identify opportunities, needs and concerns**
- ▶ **Key areas to probe to uncover critical information**

Length: 90 minutes

Relating and Reinforcing Benefits

Summary

A common pitfall for sales professionals is to present features and not benefits. But customers will only be interested in your solution if they understand what's in it for them. In **Relating and Reinforcing Benefits**, sales professionals learn how to effectively communicate the benefits of their solution and how these benefits relate to the decision maker's priorities.

What You Will Learn

- ▶ Differentiate between features and benefits
- ▶ Connecting benefits to features
- ▶ Relating benefits to customer's priorities
- ▶ Reinforcing benefits
- ▶ Presenting value-added benefits

Length: 90 minutes

Overcoming Objections

Summary

Properly understanding and managing feedback—both positive and negative—is essential to advancing a customer toward a purchase decision.

Overcoming Objections offers sales professionals the skills they need to obtain feedback from a customer, manage objections and keep the sales process moving forward.

What You Will Learn

- ▶ Three techniques for obtaining customer feedback
- ▶ Interpreting feedback to determine customer's stage in the Purchase Process
- ▶ Proven model for overcoming objections
- ▶ Seven most common objections

Length: 90 minutes



Gaining Commitment

Summary

Sometimes the most challenging part of the sales process for a sales professional is to know when to stop selling and ask for the sale. **Gaining Commitment** provides sales professionals with the skills they need to know when and how to close sales, and also covers key negotiations tactics for achieving win-win outcomes.

What You Will Learn

- ▶ Understanding when to gain commitment
- ▶ Overcoming reluctance to close
- ▶ Four steps to gaining commitment
- ▶ Negotiation to obtain win-win result

Length: 90 minutes



SALES MANAGEMENT PROGRAMS

Sales Leadership

Summary

Great sales leaders are managers who are able to successfully motivate and lead their teams to achieve the best sales performance possible. In **Sales Leadership**, sales managers learn and practice four critical sales leadership abilities that will bring about positive changes in their team's performance and results. These positive changes in performance and results are the bottom-line, tangible benefits of effective sales leadership.

What You Will Learn

- ▶ **Creating a sales vision**
- ▶ **Influencing the sales team**
- ▶ **Enhancing decision making skills**
- ▶ **Improving personal leadership abilities**

Length: 90 minutes

Sales Coaching

Summary

Just like great athletes, sales professionals need consistent and targeted coaching to help them improve sales performance. **Sales Coaching** equips sales managers with the skills, knowledge and tools they need to become more effective coaches to their sales professionals.

What You Will Learn

- ▶ **Developing a coaching plan**
- ▶ **Allocating coaching time**
- ▶ **Observing the sales call**
- ▶ **Conducting a coaching conference**
- ▶ **Counseling underperformers for improved performance**

Length: 90 minutes



Recruiting & Selecting Star Performers

Summary

Consistently hiring star sales professionals is critical to the success of any sales organization. **Recruiting and Selecting Stars** provides sales managers with a systematic selection process to recruit, screen, and interview high performance sales professionals. This program will help sales managers implement a system that will result in hiring more high-potential, star sales professionals and reduce turnover.

What You Will Learn

- ▶ Developing a systematic hiring process
- ▶ Using the STAR profile to define skills, behaviors and competencies of winning sales professionals
- ▶ Screening-in the best candidates
- ▶ Conducting effective interviews using STAR questions

Length: 90 minutes



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Managing Sales Performance

Managing Sales Performance helps sales managers manage performance, accelerate sales growth and minimize turnover. This program provides sales managers with the skills and tools they need to establish performance expectations, identify gains and gaps in performance, and identify specific actions to improve performance. Using the performance management system taught in this program, sales managers will achieve better results from their teams.

What You Will Learn

- ▶ Developing a sales performance system
- ▶ Assessing your team
- ▶ Monitoring performance indicators for gains/gaps
- ▶ Determining causes of performance gaps
- ▶ Taking sales management action

Length: 90 minutes

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