

ELEARNING

COURSE OUTLINE

SALES EFFECTIVENESS

SE100 - Sales Effectiveness Introduction 10 min

Become the Only Choice Sales Effectiveness focuses on six key skills: understanding the customer's operating reality, understanding where your customer is in the buying/decision process, being able to captivate, differentiate, and validate your value, effectively question, and actively listen to bring a customer to a need recognition, handle objections using LAER, and planning interactions to use all of these skills to reach your goals.

Sales Effectiveness Introduction and Guidelines

SE101 - The Four Cornerstones of Success® 60 min

Attitude, Personal Accountability, Perseverance, and Habit are the cornerstones of every successful individual, team, and organization. Learn to recognize how you use these cornerstones in your daily actions and where you can or should make adjustments that will lead to great results.

Four Cornerstones of Success - Introduction

Lesson 1: Attitude

Lesson 2: Personal Accountability

Lesson 3: Perseverance

Lesson 4: Habit

Key Learning - Four Cornerstones of Success

SE102 - Advancing Relationships 45 min

Ensuring you are adding value to your clients and prospects requires that you stop selling and start listening to understand. You will learn the difference between being in your operating reality and being in your client's operating reality and how to overcome common barriers that make it difficult to advance client or prospect relationships.

Advancing Relationships - Introduction

Lesson 1: Being in Your Client's Operating Reality

Lesson 2: Active Listening

Lesson 3: The Relationship Pyramid

Key Learning - Advancing Relationships

SE103 - The Buying/Decision Process 30 min

Everyone goes through stages prior to making a purchase or decision. This is called the buying/decision process. There are five distinct stages to any decision process as seen through the client's operating reality starting with (1) identify need, then (2) investigate options, (3) resolving concerns, (4) purchase/decision, and the final stage is to (5) implement the decision to use the selected option. Understanding how a decision is made is not enough. Learn how to add value at every stage and advance the client through the decision process.

Buying/Decision Process - Introduction

Lesson 1: Identifying the Need

Lesson 2: Investigating the Options

Lesson 3: Resolving Concerns

Lesson 4: Purchasing/Decision and Implementing

Key Learning - Buying/Decision Process

SE106 - Targeted Messaging 45 min

The way a client's need or problem is perceived is dependent on their role within their organization. It is influenced by what they are exposed to and have experienced, as well as current events impacting what they care about and their responsibilities and objectives. One of the big mistakes salespeople make is failing to put their solution into language that is meaningful to the buyer. The solution may indeed be exactly what the client needs but failing to tie it to their operating reality makes it hard for the buyer to see the value. Learn how to target messages to what matters most to your clients.

Targeted Messaging - Introduction

Lesson 1: Understanding Buyer Personas

Lesson 2: Uncovering Persona Drivers

Lesson 3: Determining Top of Mind Problems and Solutions

Lesson 4: Creating Messages Aligned to What Matters Most

Key Learning - Targeted Messaging

SE105 - Communicating Value 20 min

Your value statement should convince a potential buyer that your product or service will add more value or solve a problem better than other similar offerings. The ideal way to communicate value is to be concise and appeal to the buyer's strongest decision-making drivers. Learn a simple-to-understand, three-part formula for building value propositions that Captivate, Differentiate, and Validate your solutions.

Communicating Value - Introduction
Lesson 1: Develop Messaging to What Matters Most
Lesson 2: Components of a Value Statement
Lesson 3: Benefits of a Strong Value Statement
Key Learning - Communicating Value

SE107 – Prospecting Online 45 min

Every time you reach out to a prospect you leave an impression. Each interaction is an opportunity to build your brand and provide insight into your organization, and how they will benefit from working with you. Learn how to stand out among the competition by crafting attention-getting emails your prospects will actually open and read.

Prospecting Online - Introduction
Lesson 1: The Importance of Prospecting
Lesson 2: Building Your Online Brand
Lesson 3: Networking & Introductions
Lesson 4: Prospecting Through Email
Lesson 5: Prospecting Using Text Messaging
Key Learning – Prospecting Online

SE107.5 – Prospecting Over the Phone 45 min

Successful prospecting requires the ability to prospect over the phone. What you say and how you say it determine if the potential buyer will find value in responding. Gain important techniques for leaving voicemails that get callbacks and use a three-step process to secure more appointments!

Prospecting Over the Phone - Introduction
Lesson 1: Planning for Prospecting Calls
Lesson 2: Leaving an Effective Voicemail
Lesson 3: Connecting on the Phone
Key Learning – Prospecting Over the Phone

SE104 - Planning for Effective Client Meetings 30 min

Every time you interact with a prospect or client is an opportunity to create value. Wouldn't it follow to plan your meetings for maximum impact and assure the creation of value? An appointment with no clear objective is known as visiting. In this module, we share a clear process for preparing for any client meeting to achieve your goal and advance the sale.

Planning for Effective Client Meetings - Introduction

Lesson 1: Starting Your Plan

Lesson 2: Preparing Background

Lesson 3: Client Meeting Goals

Lesson 4: Opening the Conversation

Key Learning - Planning for Effective Client Meetings

SE108 - Effective Questioning 45 min

Experienced salespeople know that questioning is like peeling an onion – there are layers that need to be stripped off to get to a client's or prospect's real needs. Until you engage in a fact-finding conversation, you can only make educated assumptions about their needs. Understanding how to uncover their pain, create gap, and get your buyer to identify with your solution requires effective questioning skills. This course explains the 4 types of questions for sales communication using SIGN: **S**ituation, **I**nsight, **G**ap, and **N**eeds **S**olution questions. Master these and your sales will soar!

Effective Questioning - Introduction

Lesson 1: Looking for SIGNs

Lesson 2: SIGN Questions

Lesson 3: Situation Questions

Lesson 4: Insight Questions

Lesson 5: Gap Questions

Lesson 6: Need-Solution Questions

Key Learning - Effective Questioning

SE109 - Overcoming Objections 45 min

Objections are difficult to overcome when you take the objection as a personal rejection of you or your proposed solution. To be effective in overcoming objections, you must understand that it is merely a request for more information. An objection is a signal the client has concerns that must be addressed at that stage of the buying/decision process. Objections can be caused by unrelated problems such as work pressures, interruptions, or previous bad experiences with other companies. An objection means the buyer cares enough about you and the sale to want to explore it in the hopes you'll help them resolve it. Your enemy is not the buyer; your enemy is disengagement, and an objection demonstrates the buyer is still engaged. This module addresses the most common objections and gives you a four-step process to overcome every objection and advance the sale.

Overcoming Objections - Introduction

Lesson 1: Why Objections Occur

Lesson 2: Managing Objections with LAER

Lesson 3: Common Objections

Key Learning - Overcoming Objections

SE190 – Tying it All Together 45 min

After completing each of the earlier courses in Sales Effectiveness including Effective Questioning and Overcoming Objections, everything is tied together in a full client meeting plan, reviews key learnings from each section, and includes a Final test of Become the Only Choice - Sales Effectiveness.

Tying it All Together – Introduction

Lesson 1: Sales Effectiveness Basics

Lesson 2: Your Turn

Key Learning and Final Test