

LEVEL 1

THE LEAD GENERATION ***SALES ACCELERATOR***TM

INFORMATION PACKAGE



SALES TRAINING EXPERTSTM

CONSULTING, COACHING & TRAINING

LEAD GENERATION Level 1 Edition

LEAD GENERATION Sales Accelerator

Is this the right program for my team?

Training Benefits:

- ◇ Team building
- ◇ Increased prospecting team focus
- ◇ More effective approach to prospecting tactics
- ◇ Tools to manage cold call reluctance
- ◇ Clear and effective prospecting process
- ◇ Practice and demonstrate a warm/cold call

Targeted Skill Gaps:

- ◇ Prospecting funnel management
- ◇ Managing cold call reluctance
- ◇ Developing rapport over the phone
- ◇ Best time to call prospects
- ◇ What to say on a first call?
- ◇ Setting prospecting goals

As a sales leader, HR professional, or business owner who's business is built on finding new clients, you know the importance of prospecting sales skills with your team. Choosing the right prospecting sales program has 3 decision challenges that most sales leaders experience.

Challenge 1: Some reps need more prospecting sales training than others. Finding a program that matches all skill gaps is important.

Challenge 2: You know that training events create short-term behavior change. You need a program that has a follow-up reinforcement coaching program.

Challenge 3: You want your facilitator to understand your business before they present to your team. You need an experienced trainer the team will listen too.

At Sales Training Experts we understand your challenges and more importantly we have solutions. Our Lead Generation sales program is designed as an overview program that trains all the critical skills. Our in-class delivery challenges more experienced reps, while creating a common language and prospecting system for everyone. Rookies and experienced reps both benefit. Our programs have live on-line coaching delivered after the training event. This ensures we transfer lead generation concepts to selling skills. All our trainers are certified by Sales Training Experts. They have years of experience and are highly skilled sales trainers.

Program Administration

- ◆ Onsite at your conference or offsite meeting
- ◆ Delivered in a session timed format
- ◆ Co-branded with your company logo
- ◆ Highly qualified instruction
- ◆ Scheduled to help manage multiple attendees
- ◆ All course materials provided
- ◆ Certificates provided upon completion

Who Should Attend?

Sales Representatives
Account Executives
Partners
Service Representatives



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Course Outline

In this program we will answer the following questions:



Understanding the Sales Funnel

- ◆ Identify the key concepts of activity management by understanding the sales funnel process
- ◆ Manage your activity by following the five rules of prospecting
- ◆ Where do I Start?
- ◆ Understand and manage your contacts through the 3 stages of prospecting

Cold Call Reluctance

- ◆ Develop a winning attitude and manage your cold call reluctance
- ◆ Understand the psychology of cold call reluctance

Making the First Call

- ◆ Learn the techniques of managing a successful cold call
- ◆ Understand the 4 approaches of finding customer contact information
- ◆ Know the techniques of using voice mail as a prospecting tool
- ◆ Practice the 9 key elements of opening a live cold call
- ◆ Learn how to develop rapport over the phone
- ◆ Review a cold call case study
- ◆ Know the best times to call your prospects

The Predictable Human Dynamic

- ◆ Appreciate how prospects behave in predictable ways
- ◆ Know and understand the skills of persuasion
- ◆ Develop a successful prospecting formula
- ◆ Understand the 10 success tactics to better prospecting calls Increase your return on time invested
- ◆ Know the SMART model for setting prospecting goals

Course Objectives

- ◆ To understand and operationalize the prospecting funnel management.
- ◆ To provide a prospecting system that is easy to follow.
- ◆ To provide the tools for reps to manage cold call reluctance.
- ◆ To understand and practice the key elements of making a first call to a prospect.
- ◆ To know the psychology of client's when they receive your call.

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Level 1 | 2 | 3 Certification Program

Our 'LEAD GENERATION' Sales Accelerator Program' is designed to train and encourage behavior change both during the training and after. Our Level 1, Level 2, and Level 3 certifications are earned by the sales professional after receiving their initial Certificate of Completion. Each level has a prescribed group of online assignments that are required to achieve this level. They require representatives to test their new selling skills and report back on their progress. These assignments are self-paced, and take approximately 2 hours to complete at each level. Once a level is completed, the participant is sent a 'Level Sticker Emblem' to affix to their original certificate along with a letter of congratulations.

A few of our valued clients...



*2018 Participant Approval Ratings:

- 86% Participant class ratings
- 96% Content delivered matched management expectations
- 100% Delivered on time and on budget

*Average based on all post course surveys by participants and managers.

*Statistics include all participant surveys completed Jan-Dec 2018

*Participant survey completion rate of 98%



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info@salestrainingexperts.ca
1-877-353-7253 |
www.salestrainingexperts.ca