

Facilitated Sales Training Workshops



For Sellers

Aligning to the Customer's Buying Cycle: Meet the Customer Where They Are

Conducting a Business Review: Bring Actionable, Data-Driven Recommendations

Conducting a Demo: Customize for High Impact

Conveying Value: Share the Why, How, and What of Our Solutions

Creating a Story to Share with a Customer: Make It Relevant and Aspirational

Cross-Selling: Identify Complements

Developing a Territory Plan: Diversify to De-Risk

Developing an Account Strategy: Work from a Plan to Yield Results

Engaging with a CxO: Types of Conversations

Establishing Credibility with an Executive: Continually Build Credibility

Identifying Stakeholders: Understand the Dynamics

Initial Negotiation: Expand the Field of Play

Managing Stakeholders: Individualize the Message

Planning Your Week: Choose Time with Customers

Prioritizing Accounts and Opportunities: Lean Into Strengths

Qualifying a Lead: Focus on Quality Opportunities

Raising Awareness of an Unidentified Need: More Than a Product Pitch

Resolving a Customer Problem: Solve for More

Resolving Objections: Combat Concerns Constructively

Sharing an Insight: Connect Trends to Priorities

Sparking Curiosity: Open the Door

Time-Constrained Discovery: Individualize Questions Fast

Upselling: Uncover Improvement Opportunities

Virtual Selling

For Sales Managers

Assessing the Team's Performance: Star, Core, and Developing Performers

Directing Sales Activities: Data-Driven Approach

High-Potential Prospecting: Segment Customers to Drive Seller Efficiency

Implementing a Cadence: Bring Value to Your Team

Inspiring and Motivating the Team: Accelerate the Drive

Navigating the Change Response: Guide the Desired Change

Rolling out a New Initiative: Individualize Your Communication

Setting Meaningful Expectations: Performance, Values, and Culture

Understanding Behavioral Styles: Adapt Your Style to Increase Engagement