

Schedule	Sales Essentials Training Program
Session 1	<p>Building Relationship Trust: The Trusted Advisor Sales Role</p> <p>We begin this session by defining and discussing what it means to be a trusted advisor to our customers. We will learn about and discuss the four cores of trust (Intention, Integrity, Capabilities and Results) that build rapport and trust with our customers. We will also talk about Market Trust, and what it means to be a trusted brand in the markets and customers we serve.</p>
Session 2	<p>Building Relationship Trust, Part II: In this session, we focus on the heart of sales: partnering with customers. We share and discuss the thirteen (13) behaviors to build trust with prospects and deepen trust with existing customers. We will also talk about your common sales scenarios and how to use the (13) behaviors to open a relationship first, then close a sale.</p>
Session 3	<p>Listening to Understand: The ability to listen is vital to sales success. Listening is an art, a skill, and a discipline, especially given the predictable objections that come up frequently during sales interactions. Listening to understand will help sales staff ensure they are generously listening, addressing customer needs and selling value based on their insights.</p>
Session 4	<p>Selling Value vs. Price: Part I</p> <p>How do you define value, and how does your customer define value? In this session, we define value, and share techniques to identify what it looks like to sell value at Techify. We introduce the fundamental concepts of customer focused selling, critical for today's business development professional, and talk about the five (5) differentiators in sales that create your competitive advantage.</p>
Session 5	<p>Selling Value vs. Price: Part II</p> <p>While objections cause fear and doubt in some salespeople, hearing the word "no" is a good thing in sales, because objections are data, informing us as to how we should pivot. Together, we will discuss common objections and learn how to respond instead of reacting, improving relationships and sales opportunities.</p>
Session 6	<p>Influence Skills: The ability to positively influence customers and gain commitment is a critical skill for sales leaders. In this session, we will why influence is important in sales leadership and the components of effective influence to engage, inspire, and move people to action, driving performance, creating process improvements, and increasing revenue.</p>
Session 7	<p>Sales Habits, Good and Bad: Our habits and routines impact our choices, which drive our results. In this workshop, participants will share their current habits, and learn the mindsets, routines, and habits to adopt or avoid, that lead to greater sales effectiveness.</p>
Session 8	<p>The Four Buying Styles (aka The Four Social Styles)</p> <p>Discover what motivates buyers in all (4) social styles, to align with your customer needs and deliver more effective solutions. Special note: This session requires each participant to take a 20-minute social styles assessment to better understand their own style and preferences, as well as how to work with customers whose style differs from their own.</p>
Session 9	<p>Negotiation Skills: Negotiation is part of every human encounter, and most of us do it badly. In this module, we learn to focus on relationships and perceptions to successfully negotiate. Walking away from the sale is never as good as understanding the other person's perceptions and fixing the problem.</p> <p>In this session, participants learn negotiation techniques to better connect and understand your customer, negotiating a mutually satisfying solution.</p>
Session 10	<p>CAPstone Course and Graduation! Join us for our final "CAPstone" session, as we "connect the dots" on our collective learning. CAP = Sales Competencies, Attitudes (Mindsets) and Pipeline Development, which leads to success in sales. Graduation: Each participant will receive a certificate of achievement.</p>