



Inspirational Selling Program - Net New Names

This program has been designed to assist Sales Executives in your company to develop and build a targeted strategy for prospective accounts in a selected industry vertical. Each participant of the program will apply selected sales skills and techniques to their own particular market and solution. This in turn will help build and implement a unique sales message for winning Net New Name customers.

This innovative approach that combines **classroom**, **virtual** and **on-demand** and **coaching sessions** to sales planning process, enables participants to gain a deeper understanding of the prospects' businesses, key prospect contacts and current challenges. With **11 different sales techniques** and methods that are provided over 4 weeks, each participant is able to showcase the ability to truly become a trusted advisor.

This program has been designed to deliver a measurable ROI for Sales Managers with recording and testing the participants' sales skills throughout the process. It will conclude in a **full prospect pipeline plan** and a **customised customer presentation** for each Sales Executive for solution and industry vertical. The program consists of the following parts:



Prospecting

Virtual 60 min call

In this 60 min virtual call with the Sales Team, including the Sales Executives and the Sales Manager, the program is kicked off. It involves assisting the participants in selecting and prioritizing the prospects and aligning them with the objectives of the program.



Targeted Prospect Workshop

On-site workshop

In this on-site workshop, infused with the Design Thinking methodology, the participants are enabled to get a deeper understanding of their key prospect contacts and their businesses. This helps them to identify new sales opportunities and to plan targeted activities.



Value Based Discovery

Virtual live & on-demand sessions

With a prioritized prospect and an action list at hand, the participants are ready to kick-off their sales activities, and building the right qualification criteria is critical, and discovering the value drivers for individual lines of business. In this we build on the skills from the workshop and drive value.



Building a value pitch

Virtual live & on-demand sessions

Now that we have all the information. It is time to build a pitch to that is targeted to right lines of business in a language that they speak. Bringing together storytelling and whiteboarding to build a truly memorable pitch.



Validation & Prospect Playback

Virtual 60 min call

The virtual 60 min Validation call provides the participants with the opportunity to transfer their new knowledge and skills into reality. After a short customer presentation each Sales Executive receives recommendations on how to improve and prepare for a live prospect playback.



Project Management, Recording & Documentation

Updates

Each Sales Executive is provided with a full documentation throughout the program, including feedback reports and recordings.

Fill your sales pipeline and become a trusted advisor for your customers. Contact us for further information!