

# ELEARNING

## COURSE OUTLINE

### SALES EFFECTIVENESS

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#### 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 to 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. In this module, 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: Relationship Pyramid

Key Learning - Advancing Relationships

## SE103 - The Buying/Decision Process

30 min

Everyone goes through a number of 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. You need to be able to add value at each stage of the process. This module covers how to add value at every stage of 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

## SE104 - Planning for Effective Sales Calls

30 min

Every time you have contact with a prospect or client, it is an opportunity to create value. Wouldn't it go to follow that you would plan these contacts in order to get maximum impact and assure the creation of value? Even all-star teams have a play book. They don't simply walk out on the field and wing it – no matter how talented. Playing football without any clear goal is known as playing catch. Making sales calls with no clear objective is known as visiting. In this module, we share a clear process for preparing for any sales call to achieve your goal and advance the sale.

Planning for Effective Sales Calls - Introduction

Lesson 1: Starting to Plan

Lesson 2: Sales Call Goals

Lesson 3: The Opening Pitch

Key Learning - Planning for Effective Sales Calls

## SE105 - Communicating Value

20 min

A Value Proposition is your business or marketing statement that summarizes why a client or prospect should buy from you. This statement should convince a potential buyer that your particular product or service will add more value or better solve a problem than other similar offerings. The ideal value proposition is concise and appeals to the buyer's strongest decision-making drivers. This course provides a simple to understand, three-part formula for building value propositions that Captivate, Differentiate and Validate your solutions.

Communicating Value - Introduction

Lesson 1 - Components of a Value Proposition

Lesson 2 - Signs of a Weak Value Statement -

Lesson 3 - Benefits of a Strong Value Statement

Key Learning - Communicating Value

## SE106 - Targeted Messaging

45 min

The way a client need or problem is perceived is often dependent on where a contact "sits" within their organization. It's not only what they are exposed to and have actually experienced, it's how what's happening impacts the things that they care about or are responsible for. One of the big mistakes that sales people 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 by failing to tie it to their operating reality makes it hard for the buyer to see the value. This module shows how to target your messages to what likely matters the most to them.

Targeted Messaging - Introduction

Lesson 1: Buyer Personas

Lesson 2: Uncovering Persona Drivers

Lesson 3: Determining Top of Mind Problem and Choosing and Offering

Lesson 4: Creating Messages Aligned to What Matters Most

Key Learning - Targeted Messaging

## SE107 – Prospecting & Social Selling

90 min

Successful prospecting requires skills in a variety of methods including email, over the phone, social media, networking and even text messaging. Every time you reach out to a prospect you are leaving an impression and have the opportunity to build your brand and provide insight about you, your organization, and how they will benefit from working with you. Gain useful techniques to stand out among the competition. Learn to craft attention-getting emails prospects will open and read. Leave voicemails that get call backs and use a three-step process to secure more appointments!

Prospecting & Social Selling - Introduction

Lesson 1: The Importance of Prospecting

Lesson 2: Building Your Online Brand

Lesson 3: Prospecting with Emails and Texts

Lesson 4: Prospecting Over the Phone

Lesson 5: Leaving an Effective Voicemail

Key Learning – Prospecting & Social Selling

## 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 or prospects real needs. You can suspect a few things about a client and their needs, but, until you engage in a fact-finding conversation, you are really making an educated guess. Understanding how to uncover pain, create gap and get your buyer to identify with your solution takes effective questioning skills. This course explains the 4 types of questions for sales communication using the acronym 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 that the client gives you that he or she has concerns that must be addressed at that point in the buying/decision process. It can be caused by a totally unrelated problem 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 with you. They're telling you about a concern they have, in the hopes you'll help them resolve it. Your enemy is not the buyer; your enemy is disengagement. And an objection demonstrates that 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 covering the six key skills of Sales Effectiveness including Effective Questioning and Overcoming Objections, this module ties together each component in a full sales call 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