



***“Success is simple.
Do what’s right, the right way,
at the right time.” – Arnold Glasgow***

TRAINING COURSE DESCRIPTION

Are you achieving your sales potential? It would be surprising if you answered yes! Even the best sales organizations and their top producers will tell you that there is always room for improvement. Don't we all want to sell more?

Action Plan For Sales Success is a training course that uses proven techniques to yield measurable results. It is Action Based Sales Training; a unique approach with four specific elements that must be combined in order to be successful: sales training materials, practical application exercises, ongoing coaching, and testing.

Using our unique training, sales tool generators, and exercise workbooks, you will not only learn the theory, you will put it into practice on a daily basis to achieve greater sales success! After all, isn't practice how a professional athlete improves?

Action Plan For Sales Success is available as either a series of four self study modules where you learn at your own pace, or online interactive webinars completed over a four week period. Throughout your training, you have free access to a qualified B2B sales trainer either by email at askthecoach@b2bsalesconnections.com, or you can contact us with Skype by searching for B2B Sales Connections in the "Search for People on Skype" screen.

After your training is completed, you can submit your Accreditation Exams to B2B Sales Connections for review. Upon successful completion, you will have earned the right to be designated B2B Sales Connections Accredited. Not only will you achieve greater sales success by completing this course, you will also have earned a designation that proves you truly are a trained B2B sales professional with the right skills for you and your employer to succeed!

Unlock your sales potential. Your future starts today!

***Action Plan For Sales Success -
Aim Higher!***

Section 1: Why Are You In Sales? – Goal Setting & Action Planning

How to determine and track what you have to do each and every sales day to get where you want to go!

The main reason many of you chose to pursue sales as a career is that performance based employment gives you the control to earn whatever income is required to live your desired lifestyle.

This training module deals with what you must do in business to business sales to be successful on your own terms. It also gives you the tools to do it!

Table of Contents Course Outline

- *WHAT IS YOUR GOAL?*
- *WHAT IS YOUR SALES PROCESS?*
 - *The Prospecting Call*
 - *The Fact Find*
 - *The Presentation of Offer*
- *TRACK SALES ACTIVITY TO ENSURE YOUR SUCCESS!*
 - *Income Bonuses*
 - *Average Commission Rate*
 - *Average Sale Size*
 - *Sales Process Averages*
 - *How to Track Your Sales Activities*
- *WHAT ARE YOUR DAILY ACTIVITIES?*
 - *Reverse The Sales Process*
- *WHAT IS YOUR SALES FUNNEL?*
- *CONCLUSION*
- *APPENDIX 1 – MANUAL CALCULATION FORMS*

Automated Excel Workbooks Included

- *PERSONAL GOAL DEFINITION WORKSHEET*
- *ACTIVITY TRACKING WORKSHEET*
- *GOAL SETTING & ACTION PLANNING WORKSHEET*
- *SALES FUNNEL MANAGEMENT WORKSHEET*

Section 2: It All Starts Here! – Define Your Target Market, Create Your Follow-Up File & Then Prospect!

How to define your real target markets, design your CRM program to track it, and how to create a prospecting approach that opens the door!

It is dangerous to believe every company can buy from you. It is just as dangerous to believe every company can buy from you at any time! Using the tools provided in this training module, not only will you be prospecting in the right places with the right prospecting approach, but you will be there when the prospect is most likely to buy!

Table of Contents Course Outline

- ***WHAT IS YOUR TARGET MARKET?***
 - *Who Are Your Customers?*
 - *Type of Business*
 - *Size of Business*
 - *Product Categories*
 - *Product Usage*
 - *Previous Supplier*
 - *Related Products*
 - *Other Commonalities*
 - *Compare Your Customers To Your Commonalities*
 - *Target Market Definition*
- ***WHAT IS A PROSPECT?***
 - *When Do Your Prospects Buy?*
 - *The Follow-Up File*
 - *Types of Follow-Up File Systems*
 - *The Keys to Successful Follow-Up Files*
- ***THE PROSPECTING CALL***
 - *Components of an Effective Prospecting Call*
 - *Opening Greeting*
 - *A Headline That Generates Interest*
 - *Qualifying Questions*
 - *Agreement to Move to Next Step*
 - *Your Final Prospecting Script*
- ***WHERE TO FIND PROSPECTS TO CONTACT***
 - *Business Directories*
 - *List Brokers*
 - *Online Social Networks*
 - *Geographical Prospecting*
- ***HOW OFTEN TO CONTACT A PROSPECT***
- ***CONCLUSION***
- ***APPENDIX 1 – MANUAL CALCULATION FORMS***

Automated Excel Workbooks Included

- ***TARGET MARKET DEFINITION WORKSHEET***
- ***PROSPECTIN APPROACH WORKSHEET***
- ***MANUAL FORMS***

Section 3: Why Do Prospects Buy? – The Fact Find

How to develop questions that create value and differentiate you from the competition!

People buy for their own reasons, not the sales representative's. Complicating this is the fact that everyone is different, and therefore everyone evaluates the perceived value of the products they purchase differently.

The most successful sales professionals know that the only way to truly help a customer buy is to the right questions of the right people. This training module shows you how!

Table of Contents Course Outline

- ***WHY DO PROSPECTS BUY?***
 - *Why Do Businesses Buy*
 - *Why Do People Buy*
 - *Your Prospect's Perception is Your Reality*
 - *Why Prospects Don't Buy*
- ***THE FACT FIND***
 - *Objectives of the Fact Find*
 - *Whom Should You Meet*
 - *Your Opening Greeting*
 - *Create Your Questions*
 - *General Company Questions*
 - *Product & Industry Specific Questions*
 - *Financial & Buying Process Questions*
 - *Your Closing Statement*
 - *Create Your Fact Find*
- ***CONCLUSION***

Automated Excel Workbooks Included

- ***FACT FIND CREATION WORKSHEET***

Section 4: Selling Your Solution – The Presentation of Offer

How to present your product so that the prospect buys!

Closing a sale is a natural evolution to the sales process. Although the presentation of offer stage of the sales process can include many different types of presentations, if you close one sale and then start another, you were successful.

This training module discusses the different types of presentations, when it is best to use them, and how to complete them to close more sales!

Table of Contents Course Outline

- ***THE PRESENTATION OF OFFER***
 - *Objectives of the Presentation*
 - *Whom Should You Meet*
- ***TYPES OF PRESENTATIONS***
 - *The Written Proposal*
 - *Title Page*
 - *Company Information*
 - *Present Situation Assessment*
 - *Proposed Solution*
 - *Financial Considerations*
 - *Implementation & Shared Expectations*
 - *Other Enclosures*
 - *The Demonstration*
 - *The Closing Interview*
 - *Controlling the Time Frame of the Sale*
 - *How to Handle Objections*
 - *Always Be Prepared To Make the Sale*
 - *The After Sale Follow-Up Call*
- ***CONCLUSION***

Automated Excel Workbooks Included

- ***PRESENTATION OF OFFER PLANNING WORKSHEET***