

June 2020 Sales Training Topic Ideas

Initiating and nurturing relationships, building trust and closing sales while everyone adapts to a socially-distant world requires fresh skills, confidence, empathy and compassion.

Without the luxury of side-by-side collaboration and face-to-face meetings, thoughtful, relevant, smart communications become even more important.

A few things to keep in mind:

- Every presentation is fully customized based on your situations, emails and brand. The fundamentals stay the same, but how they are applied differs depending on industry, brand voice, personality and timing.
- Choose on-site or virtual training. Virtual training is provided in 30, 45 and 60 minute sessions.
- Determine if a deep-dive or a drive by will best help your team achieve success. Some topics require just 30 - 60 minutes and everyone gets it. Depending on the depth and results you'd like to achieve, topics can be presented as a learning series for maximum results.
- Coaching - individual and small group - perfectly complement large group webinars for best results.

A few topic ideas to re-invent, re-energize and realize your sales goals:

Fill Your Pipeline with Email

You have a great product. But that doesn't mean prospects will be persuaded to respond to your outreach efforts. Avoid the quick delete by learning how to craft prospecting and business building emails that excite prospects about learning more from you and create distinction and memorability. Apply the one non-negotiable skill to advance to the next step and watch your funnel fill.

"...Where I think you have really excelled is helping us in the ACTUAL real life writing and presenting process. ...I see a big difference, so I know they are actually implementing what you say and I see it helping close bookings weekly."

Sharon Byrne,
Director of Global Sales
Australia - Langham
Hospitality Group

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Power Sales Writing: How to Use Email to Successfully Sell NOW

“The difference between the almost right word and the right word is the difference between the lightning bug and the lightning.” Mark Twain may have said but it has never been more true. Words that create emotional certainty put the buyer at ease and enable proactive business conversation; the wrong word creates ill will and a poor CX. This training provides fresh, innovative tools to be at your best by using your authenticity and brand voice with a laser focus on the buyer’s journey and customer success.

High Impact Virtual Presentations

Remember when you could break bread together, attend a conference, go to a ballgame, hold a fun event to create rapport and have robust conversations with stakeholders? You listened and learned and built trusting, profitable relationships. Now what? What is rapport building today? How can you deliver a sales pitch that is meaningful, engaging and creates emotional certainty? Helping buyers, investors and leaders feel safe and smart saying “yes, please” to you and your option takes new thinking and new skill. Remote presentations can still be productive conversations. They may not create the intimacy we enjoyed, but they can build and cement solid solutions and long-term business relationships.

“Thanks for leading an energizing and productive session with my leaders.”

Mark Martens,
Chief Revenue
Management Officer,
The Americas

Answering the Hard Questions with Confidence

Your answers to their questions aren’t what your buyers, clients, planners, investors want to hear. So how do you enable the best possible business conversation when really all they want to do is hunker down and wait for the storm to pass? Your words matter and via remote presentation or email, they matter even more. How you express your answers will either resonate positively or create friction and distrust. Discover proven practices to get your message across to create comfort and loyalty.

Closed Mouths Don’t Get Fed

Shaping your positive future requires being visible *now*. Shifting mindset is key. Demonstrating care, personalization and embracing the human connection will enable positive business continuity and fresh opportunities. Being pro-active, focusing on the *value* of your value prop, creating frictionless next steps, going slow, being relevant, meeting them where they are and knowing where they want to go will accelerate your success during every normal.

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Meeting again! These multi-day sales and communication training sessions will kickstart a new approach:

Accelerating Sales Skills: Developing Business and Converting Leads to Booked Business (One - two days)

Develop and reinforce smart, authentic, persuasive, proactive and reactive sales skills, including how to:

- Develop new business through prospecting “cold,” social and F2F
- Use buyer personalities and needs to develop rapport
- Articulate value and create distinctive messaging
- Uncover and manage “objections”
- Use insight-based questioning to build, sustain and cement profitable business relationships
- Apply sales disciplines to create success

“I had the pleasure of experiencing your sales writing training ... I can truly say that your insight and direction changed the way that I communicate with clients and has had an impactful, positive effect on my sales. Thank you for what you do!”

Katherine Lansbury,
The Ritz-Carlton,
Washington, DC

Advanced Sales Strategies (Two days)

Master the art and science of being AUTHENTICALLY persuasive to increase sales ratio, including how to:

- Boost strategic positioning within existing accounts
- Accelerate and redefine negotiating skills
- Move the business relationship from supplier to trusted business partner
- Deliver high stakes presentations*

*Individualized coaching is included in this advanced training.

Return on Investment You Can Depend On



After training, clients report:

- 98% of all participants feel better prepared to authentically communicate their unique brand message
- 65% book business or have new business entering their pipeline as a direct result of attending training
- 93% would recommend the training to their international colleagues