

SALES TRAINING COURSE SYLLABUS

To differentiate from the competition sellers need to create value in the buying experience. To do so sellers must learn how to share relevant and compelling viewpoints, experiences or data points that when shared with a customer, affords them the opportunity to consider options that were otherwise not previously available to them. It's about building credibility, fostering trust, and creating value for the customer and, in turn, creating opportunities for the seller.

The Menemsha Group sales training program presents the fundamental and advanced selling skills needed to garner the attention of today's empowered buyer. Our sales methodology is rooted in the belief that in order to create value for the customer, one must first understand how customers think and how and why customers buy.



 174 TRAINING VIDEOS

 49 TRAINING HOURS

 77 JOB AIDS

 100+ QUIZ QUESTIONS

 59 MISSIONS

Maximizing Sales Results

 12 VIDEOS  2 MISSIONS  2.5 HOURS

Instead of focusing exclusively on increasing sales activity as the only means for success, sales professionals need to work on achieving better results from the time and effort they're **already investing**. Participants will learn the key performance indicators (KPIs) to track, measure and manage for improving sales effectiveness and optimizing sales results.

Sales Process: How and Why Customers Buy

 12 VIDEOS  2 MISSIONS  2.5 HOURS

To stay in alignment with their buyers, accelerate the sales cycle, improve sales win rates, and intelligently position their solution, salespeople must first understand how customers think and **how** and **why** they buy. Participants will learn how corporate buyers evaluate sales professionals including the major decisions every buyer must make before making a final decision.

Buyer Personas for Consultative Selling

 5 VIDEOS  1 MISSION  2.5 HOURS

In this advanced course, participants will learn how to engage buyers in a consultative conversation including how to personalize their messaging to the different buyer persona types, the relevant and thought provoking questions to ask of each unique buyer persona to engage in strategic dialog and the data points, insights and fresh ideas they should be sharing with each unique buyer persona to create a memorable and engaging customer experience.

Understanding The Buyer Journey

 7 VIDEOS  4 MISSIONS  2.5 HOURS

Today's buyer is ultra-informed, ultra-educated and ultra-empowered. By understanding the buyer's journey, salespeople can engage in more relevant and valuable conversations with their buyers and provide them with the content and messaging that they need based on where they're at in their buying process. Participants will learn the decisions the buyer must make and risks they must assess before progressing from one stage of the buyer's journey to the next, and how to help buyers progress through each stage of the buyer's journey by educating the buyer and positioning themselves as an authoritative thought leader.

Defining Your Target Market

 7 VIDEOS  2 MISSIONS  3 HOURS

Participants will learn how to segment the marketplace including Enterprise, Mid-Market and Small Cap accounts, how to qualify accounts that are most likely to be successful, distinguish between high value and low value accounts based on our account qualification methodology and learn the value of focusing on a niche.

Building an Impactful Value Proposition

 13 VIDEOS  7 MISSIONS  6 HOURS

This advanced course is designed to teach staffing professionals how to build value propositions that are unique to their organization and the solutions they've delivered for their customers. In this course participants learn how your services help your customers reduce costs, increase revenue and better utilize assets, how to mathematically quantify the value you deliver for your customers, how to write an effective customer case study and distill the case study into a value proposition, and how to incorporate your value proposition into your sales messaging.

Sales Communication Skills

 7 VIDEOS  2 MISSIONS  3 HOURS

In this course participants will learn the skills, tactics and behaviors to quickly and easily disarm prospects to put them at ease. They will also learn to build and maintain rapport, gauge customers reaction to the conversation and apply the information gained to properly convey messaging and intelligently position solution offerings, and advance sales conversations by verifying with the customer their position regarding what has been discussed and control and regain control of sales conversations, all while making the customer feel in control.

Sales Call Planning

 9 VIDEOS  2 MISSIONS  3 HOURS

When properly leveraged, the internet can empower sales professionals with the necessary information and knowledge to turn cold calls into warm calls. Participants will learn how to do just that as well as how to convert key data elements from a LinkedIn profile into a personalized message, what to say to quickly demonstrate credibility with cold prospects, how to structure and sequence qualifying questions, and how to prepare and anticipate objections and deliver credible rebuttals.

Introductory Connect & Qualifying Call

 9 VIDEOS  4 MISSIONS  2 HOURS

Participants of this course will learn the buyer seller framework including how to overcome the thoughts and concerns running through the mind of a prospect on the receiving end of a sales (cold) call including specific scripting (messaging) to effectively disarm prospects and put them at ease. Participants will also learn when and how to incorporate their value proposition and apply the skills of checking, prefacing and flipping to maintain control of the conversation all while making the customer feel in control. Sellers also learn when and how to ask for the face to face sales meeting.

Objection Handling

 9 VIDEOS  5 MISSIONS  3 HOURS

This objection handling course focuses on helping sellers develop the skills they need to engage customers in a diagnostic-based dialogue to more effectively position the value of their solution. Participants will learn objection prevention (common statements and phrases to avoid that create objections), our four-step objection resolution model and how to execute each step and how to intelligently position and deliver a credible rebuttal.

Lead Nurturing & Account Acquisition Campaign

 12 VIDEOS  2 MISSIONS  2.5 HOURS

In this course participants will learn how to align your content and messaging with each stage of the buyer journey, how to write effective lead nurturing emails (we provide templates), how to leave an effective lead nurturing voicemail (we provide templates), how to lead and facilitate **insightful** sales conversations that create a valuable and memorable customer experience and accelerate your sales cycle, and how to plan, schedule and run a sixteen-week lead nurturing campaign.

Running The Initial Face to Face Sales Meeting

 22 VIDEOS  4 MISSIONS  5 HOURS

This advanced course is designed to teach sellers how to create sales opportunities by influencing the prospect to put something on the top of their priority list that they hadn't otherwise been considering. Sellers will learn how lead insightful selling sales conversations including how to speak like a thought leader, how to intelligently open and properly frame a business conversation, how to structure and sequence questions to uncover latent pain and admitted pain and to follow a proven framework for summarizing and closing the sales meeting that inspires customers to commit to a next step.

Qualifying & Taking Client Job Orders

 15 VIDEOS  5 MISSIONS  3.5 HOURS

Participants of this advanced course will learn how to properly frame the job order intake call to establish call expectations and next steps. They will also learn the **psychological anatomy of a buying decision** including the three psychological phases all buyers progress through, why the stiffest competitor is not another staffing firm or candidate, but the customer leaving the status quo, how to identify all of the key decision makers and influencers and how to qualify the interview, hiring, decision making and purchasing process.

Accelerating the Customer's Interview, Hiring & Buying Process

 20 VIDEOS  7 MISSIONS  3.5 HOURS

In this advanced course participants will learn how and why applying project management principles enables salespeople to exert control over the sales cycle and accelerates the interview, hiring and decision making process. Participants will learn how to apply Menemsha Group's proprietary **Customer Hiring Plan** for effectively managing all active job orders as a project to accelerate sales cycles and improve sales win rates. Sellers will learn when and how to schedule pre-determined interview time slots, how to compel customers to make a hiring decision off a phone or video interview and sales negotiation strategies including sample trial closing questions.

Account Planning & Development

 14 VIDEOS  6 MISSIONS  6 HOURS

This advanced course is ideal for those managing large, key customer accounts and relationships in which the charter is to expand account market share but face fierce competition and pricing sensitivity. Participants will learn the value of developing and managing pain chains, developing and managing an account strategy map, how to develop and manage organizational charts, how to develop and manage relationship strategy maps and how to execute a stakeholder analysis and develop and manage an account opportunity map. (Menemsha Group provides all of the tools and templates).