SALES

Sales Training

Filling the Funnel

2020

Clients & Testimonials

JB Sales is a true trusted partner of Salesforce. It's amazing how great of an impact their training has had on our business. They adapted the methodologies to reflect our business culture and helped us in the SMB, mid-market and enterprise spaces. Lastly since they know our app so well, the JB Sales team has helped us build a strong inspection culture so we can measure results and make necessary changes to drive better results.

- VICE PRESIDENT, GLOBAL SALES PRODUCTIVITY FOR SALESFORCE.COM

Adopting a sales methodology is an iterative process. The JB Sales portal is the "glue" that makes the methodology stick. Post on-site training, the sales portal acts as the delivery mechanism we use to help reinforce each of the training topics. It also acts as a great resource for my new reps who have yet had the benefit of the on-site training. In my opinion, this is a game changer for the sales training industry. Kudos to John and his team for providing this extremely valuable asset.

- VP OF SALES FOR MARKETO

In my entire professional selling career, I've never seen an executive engagement technique as effective as the one the JB Sales team teaches. Developing a well-crafted e-mail using their approach takes effort, practice, and management reinforcement. However, once done effectively, within a multi-touch approach, hands down, there's no better approach to engaging at an executive level to drive net new business within new and existing accounts. In fact, my Commercial team at Mindjet owed our 2011 finish of 111% against quota to the power of this technique.

- NORTH AMERICAN MANAGER OF SOLUTION SALES FOR LINKEDIN

Filling the Funnel

This program is meant for anyone who is responsible for generating meetings with target accounts. The main focus is outbound prospecting into new accounts but it's also relevant to teams who deal with inbound leads and also ones who need to get more business from existing accounts.

SETTING THE STAGE

In this session we lay the foundation for prospecting success by outlining the mentality, approach and specific activity numbers necessary to excel.

You will walk away with:

- The key to staying relevant in Sales as the profession continues to evolve and automate
- The importance of Context over Content when it comes to Sales versus Marketing
- The Science versus the Art of Sales and how A/B split testing will help you excel

GOAL SETTING

In this session we outline your sales equation and break down the different channels and conversion ratios to help you understand the exact activities you need to do on a daily, weekly and annual basis to exceed your target.

You will walk away with:

- How to set SMART Goals
- The main component of your sales equation
- What the best reps do to exceed their target

THE FUNDAMENTAL PROCESS OF SALES

In this session we outline the fundamental process of sales and why it is critical to understand in order to effectively develop our messaging and communicate with prospects.

You will walk away with:

- The fundamental process of Sales - AIDA
- How the AIDA framework can be applied to e-mails, calls and presentation
- How to identify the right approach and what content to share at each stage of the sales process

YOUR IDEAL CUSTOMER PROFILE

In this session we outline how to identify the details of your ideal customer profile so you can segment your territory and know what approaches to use and how to manage your time.

You will walk away with:

- The importance of tiering out your accounts based on specific demographic information
- How to segmenting your accounts into Tier1, Tier2 and Tier3
- What approaches to take when prospecting into each tier

KNOWING YOUR PERSONAS

In this session we focus on how to speak the language of the different personas we're reaching out to and understanding their specific priorities and challenges so we can be more relevant with our messaging.

You will walk away with:

- The "top down" versus the "bottom up" approach
- What personas you should be focusing on and why
- How to determine the current priorities and challenges these personas face in their jobs and industries

EFFICIENCY RESEARCH TO FIND CONNECTIONS

In this session we dive into how to do efficient research on the accounts we want to prospect into including what "triggers" to look for and how to look for them.

You will walk away with:

- How to identify the 5 "triggers" that are most relevant to the solution you provide
- How to efficiently research your target accounts and find the triggers to use in your outreach.
- What tools/technology to use and how to set up your daily routine so you can have the information come to you.

DEVELOPING YOUR MESSAGE

In this session you will learn the difference between sales ready messaging and marketing messaging and how to craft attention grabbing statements you can use in your e-mails and calls to cut through the noise and increase your response rates.

You will walk away with:

- The problem with the historical elevator pitch
- A specific formula to create sales ready messaging (Attention Grabbers)
- How to align the components of your solutions with the priorities and challenges of the personas you want to reach out to.

CREATING YOUR IMPACT QUESTIONS

In this session we go over how to create and use Impact Questions in our prospecting efforts to help increase the volume of our outreach while still staying targeted with our approach.

You will walk away with:

- Why our job in sales is not to educate prospects on the features and functions of our solutions, but instead to get them to think
- The different types of questions and when to use them
- How to create impact questions that align with the priorities and challenges and get them to think

DELIVERING YOUR MESSAGE (PHONE)

In this session you will learn how to put the research, messaging and questions you've developed in the previous section into action and execute an effective cold call with the Winning Call Equation.

You will walk away with:

- Why the phone is still a critical part of any contact strategy
- The difference between powerful and weak introductions
- The structure of the Winning Call and how to execute it with live calls and voicemails

DELIVERING YOUR MESSAGE (E-MAIL)

In this session you will learn how to put the research, messaging and questions you've developed in the previous sessions into the AIDA e-mail structure.

You will walk away with:

- How to do "personalization at scale"
- The different components of the AIDA e-mail structure
- How to create templates to use for both tailored and targeted AIDA e-mails

IMPLEMENTING YOUR CONTACT STRATEGY

In this session you will learn how to combine the Attention Grabber and Impact Questions you developed in the previous sessions with the Winning Call equation and AIDA e-mail to create an effective multi-touch contact strategy that can be repeated and tested along the way.

You will walk away with:

- The importance of having a multi-touch contact strategy that tells a story
- How to create a tailored and targeted contact strategy that you can measure
- The number, frequency and communication type you should use depending on your target audience

BUILDING YOUR PERSONAL BRAND

In this session you will learn the value of building your personal brand and how to do it in an authentic way without taking too much time away from your other activities.

You will walk away with:

- The importance of building your own personal brand in today's environment and what it can do for your career
- How to apply context over content when building your brand
- Setting up your routine so you can include personal brand building as part of your daily process without it getting in the way of driving short term results.

Filling the Funnel Delivery Options:

Remote Delivery

- 3 two-hour sessions delivered over 2 weeks
- Review of homework assignments

Onsite Delivery

- Full-day session
- Interactive hands-on exercises

Online Portal

- 1 year of access
- Structured learning environment
    - Video sessions that deliver core content
    - Actionable exercises that focus on real-world scenarios which can be applied immediately after the training
- Progress reporting available
- JB Sales Certification for LinkedIn profile

On-Demand

- 1 year of access
- Dynamic environment
- Video sessions that deliver core content
- Actionable exercises that focus on real-world scenarios which can be applied immediately after the training
- JB Sales Certification for LinkedIn profile

Reinforcement Plan:

PRE-TRAINING (MANAGERS)

30 days prior to the training session all managers will be set up on the JB Sales online training portal with access to the content associated with the training to review content, exercises and manager's guide.

2 weeks prior to the training session a call will be scheduled with managers to review feedback, answer questions, and discuss reinforcement, tracking and expectations for the team post training.

PRE-TRAINING (SALES TEAM)

2 weeks prior to the training session the Sales Team will receive an e-mail to register for the training which will give them exclusive access to:

- Resource page with supporting materials
- Weekly e-mail blog that provides tips and topics specific to the training
- Facebook Group moderated by JB Sales team and a community of over 2000 sales professionals sharing ideas and helping each other excel

POST-TRAINING (MANAGERS)

Managers will have access to the JB Sales online training portal 30 days post-training to assist with the adoption, reinforcement and coaching of the content.

1 week post-training a call will be scheduled with the managers to discuss feedback from the team and coaching needs.

POST-TRAINING (SALES TEAM)

- Weekly e-mail blog with tips and content specific to training
- FB group for direct access to the JB Sales team and other sales professionals who have gone
- Through the training and are looking to improve and help each other
- A one-hour remote meeting scheduled with the team 30 days post-training for Q&A and refresher on content.
- Direct access to JB Sales trainers through social channels like Instagram, Linkedin and
- Facebook.

Got more questions?

LET'S CONNECT