## Salesmakeover e-training

# INTRODUCTION TO PROFESSIONAL SELLING

# SALES MAKEOVER

"Since I have never worked as a seller, it was important to learn the basics of solution sales. I wanted to get going quickly, book customer meetings and make deals. Much of it was new to me: sales process, sales pitch, needs analysis, pipeline and CRM tools. But the most important thing was to learn how to make a sales pitch and book my first customer meetings. The e-training gave me the tools I needed to get off to a flying start. I especially liked all the templates I could use right away."



You who are new to the sales role, you who have a revenue budget and you who want to see if sales could be for you.

### **GOAL**

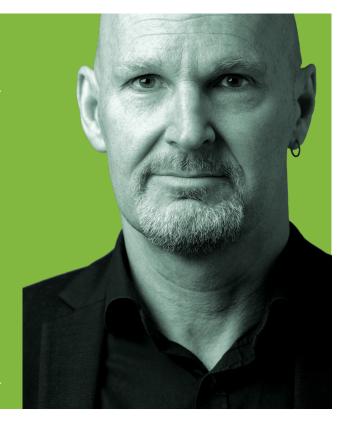
Getting a flying start in your sales career – quickly getting started with the right way to sell solutions in



today's tough and internet-driven sales world – what could it mean if you won your first deal faster? The goal is for you to be able to master all the parts of professional sales.

# SKILLS YOU WILL GET TO LEARN

- √ The basics of solution selling
- √ Planning your sales work
- √ The steps of the sales process
- √ Finding your target customers
- √ Making a sales pitch
- √ Doing needs analysis
- √ Presenting a solution
- √ Planning your calendar
- √ Qualifying the business
- √ Personal goal management



Jens Edgren, CEO of Sales Makeover

# **CONTENTS**

- The role as a seller
- Organizing the selling
- · What customers' buying journey looks like today
- The basics of solution selling (to whom should you sell and what should you sell?)
- · How to build the perfect customer profile
- How to create a prospect list with customers and deals
- How to build your perfect conversation script
- · How to create a sales pitch
- · How to do a needs analysis
- Examples of needs issues in order to find the customer's pain and needs
- How to build a solution presentation
- · How to use CRM systems and modern sales tools to streamline the selling

- · How to build your LinkedIn profile and use Social Sellina
- · How to set goals for selling and activities and other goals and follow up the results
- How to organize your calendar with blocked times
- · How to qualify deals and choose the ones you can win
- The book The art of booking customer meetings by Jens Edgren

The training will take about 4-8 hours with all training elements.

When you have completed all the training tasks and the quiz, you will receive an elegant New as a seller - Introduction to Solution Selling® diploma and course certificate.

# SALES TOOLS

- √ Sales matrix to find your target audience
- √ Template for creating a sales pitch
- √ Template for needs issues
- √ Template for solution presentation
- √ Template for the LinkedIn profile
- √ Template for booking meetings by phone, email and LinkedIn
- √ Template for planning the calendar with blocked times
- √ Pipeline tools
- √ The sales compass

# **GET THE MOST OF OUR E-TRAININGS**

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

New as a seller ▶ Solution Selling Basic ▶ Solution Selling Advanced

- ▶ Social Selling ▶ The art of booking customer meetings
- ▶ The art of negotiating ▶ Virtual sales meetings
- ▶ Virtual sales presentations

# FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings > The art of negotiation

▶ Virtual sales meetings ▶ Virtual sales presentations

#### FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams

- ▶ Social Selling ▶ The art of booking customer meetings
- ▶ The art of negotiating ▶ Virtual sales meetings
- Virtual sales presentations

# FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling

▶ Virtual sales meetings ▶ Virtual sales presentations



PROFESSIONAL SELLING

### ABOUT THE E-TRAINING

Salesmakeover's New as a seller – introduction to solution sales® e-training provides knowledge that is quickly translated into new selling skills.

#### Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and role-plays, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.