

Stand Apart Sales™



Inspire, Guide and Create Memorable Experiences Before and After the Sale

The internet and social media have changed the way most sales are handled. In fact, 80% of the sales cycle is complete before the sellers get involved! Signature Worldwide, a leader in sales and customer service training, addresses this issue by delivering a high-energy, interactive session based on the new sales funnel – guiding prospects through the initial sale and beyond.

Available in a day and a half format, this training session will help your sales team stand apart by engaging earlier with prospects, becoming valuable and insightful resources and creating a strategy to keep your prospects engaged after they become clients.

The Stand Apart Sales™ Course Covers:

- The new sales funnel, sales no longer stop at the decision-making point
- Identifying goals to increase sales
- Strategies to engage prospects earlier and keep the customer engaged
- How to use technology for efficient time management and to create compelling presentations
- Creating an action plan to meet goals



Participants gain the skills, confidence and tools to make their sales Stand Apart with today's experience focused clients.

Description

Signature's highly interactive training will teach your sales staff to stand apart from your competitors, create successful strategies, use new tools wisely and expand your influence.

Who Should Attend?

- Vice Presidents of Sales
- Directors of Sales
- Sales Managers
- Business Development Managers
- Sales Representatives
- Inside/Outside Sales Teams
- Field Sales Representatives

Learning Objectives

Through a variety of techniques, including role-playing, employees will learn how to:

- Create relationships and become a valuable resource
- Stand apart from the competition
- Create impactful case studies
- Build value in relationships with prospects and clients
- Create memorable experiences for prospects and clients
- Create and grow advocates
- Ask for referrals



Ongoing Reinforcement and Measurement

Skill Refreshers

Stand Apart Sales Review Virtual Classroom

This virtual classroom, performed by a Signature trainer, occurs 30 days after the initial training event and is scheduled to be 45-60 minutes in length. The focus of this virtual classroom is to review skills taught during the initial training. Additionally, time is dedicated to review individual action plans created during the initial training.

Stand Apart Sales Follow-up New Skill Virtual Classroom

This virtual classroom, performed by a Signature trainer, occurs 90 days after the initial training event and is scheduled to be 75-90 minutes in duration. The focus of this virtual classroom is to introduce additional element(s) of the Stand Apart Sales funnel. Additionally, a small portion of the web classroom is used to briefly discuss action plans created during initial training.

Measurement

Email Mystery Shop

A sample email inquiry will be made to your company location to measure responsiveness and sales and service skill levels. These email shops are scored, and results are made available within the Ascend Reporting system.

Ascend Resource Center

The Ascend online resource center houses important how-to videos, downloads, and links to apps and articles to help participants master the Stand Apart Sales techniques. The pre-class assignments are also accessed here.