

# 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.



## Course Agenda

### Session 1

#### **They Explore, We Guide**

- Introduction to Stand Apart Sales – review of relevant statistics and overview of the new Sales Funnel
- What is this stage of the buying process and why is it so important?
- Discuss Buyer Personas and how they can assist with being a guide
- Introduce push and pull tools (prospecting emails, doodly.com, content posting)
- Discussion about LinkedIn – building better profiles, using it more proactively

### Session 2

#### **They Inquire, We Captivate**

- What is this stage of the buying process and why is it so important?
- Discussion about aligning their needs/problems with your business
- Reviewing how to be first and fabulous when it comes to responding to inquiries
- Look at a sample email mystery shop and discuss as a group
- Introduce Adobe Spark – how can it be used?
- Homework assignment to use Spark Adobe or Zoom to create a short video (one minute or less) and send to instructor prior to Session Three

### Session 3

#### **They Decide, We Persuade**

- Review of some homework videos
- What is this stage of the buying process and why is it so important?
- Discussion about how to make your business case clear and compelling
- Introduction to Business Writing – review of Grammarly.com and the Fleisch Kincaid readability tool
- Discussion about email guidelines and how to stand apart when responding to RFPs

### Session 4

#### **They Experience, We Create Memories**

- What is this stage of the buying process and why is it so important?
- Discuss the importance of building value in the relationship
- Brainstorm - How to further develop the relationship once they are on-site

### Session 5

#### **Their Post Experience, We Share**

- Review the importance of creating advocates
- Discuss how we ask for referrals and creating customer advocacy
- At the end of the 4-week series, we create action plans for moving forward.