

DMTraining Virtual Sales Kickoff Accelerator Program

Training Goal: To transform your sales culture by arming reps with the right sales skills, strategies, and tactics

Virtual Sales Kickoff

- Participants will be led through **(1) 90-minute kickoff session**
- Participants will be led through **(3) 90-minute training sessions**
- We will work together to determine the **frequency and timing** of sessions.
- Each session will introduce a **sales tool** to use during breakout room exercises.
- Each session will have a **breakout room for small group exercises**.
- We will **designate a team leader for each breakout room** and trainer will visit each room to provide support and feedback.

Agenda

Kickoff Session (60-minutes) – How to Create a Breakout Sales Year

Our habits and comfort zones cause us to swim in circles, resulting in most salespeople having the same year every year. Having a great sales year is like swimming the English Channel, which Steve completed in 2008. To reach new heights, you have to change the way you react to obstacles like cold water, rough water and jellyfish, because we have to confront these things every time, we take on a big challenge or goal. Steve will explain how to break patterns by:

- Changing how we define our goals into SMART goals
- Tracking the right day-to-day accomplishments
- Coaching ourselves to develop new skills

Session 1 (90-minutes) – Preparing for a Great Sales Meeting

- 10-Step Meeting Preparation – Optimizing first meetings which convert into next steps
- The Importance of Earnings Reports – Maximizing the value of pre-meeting research and preparation
- Creating Value Statements – Making your value statements more relevant and personalized
- Introduction to Sales Tool – Developing your positioning and value statement for the C-suite tool
- Breakout Exercise: Working in small groups, participants will have 10-minutes to craft their point-of-view (positioning and value statement) to “simulated” C-level prospect (based on real account).

Session 2 (90-minutes) – Covering the Marketplace with Strategic Account Planning

- Echo Selling – Creating an account plan that leverages the power of influence
- Top-Down Selling – Going wide and deep by starting at the top
- Bottom-Up Selling – Building relationships with buyers by creating the right communication cadence
- Introduction to Sales Tool – Simplified account/sales planning tool
- Breakout Exercise: Working in small groups, participants will have 10-minutes to evaluate and improve an account plan for a “simulated” prospect (based on real customer).

Session 3 (90-minutes) – Forecasting

- How Sales Has Changed – Understanding the B2B buyer’s journey
- Pipeline Management – Seeing your real prospects in a sea of sales projects
- Inspecting Your Pipeline – Building a sales culture through group strategizing
- Introduction to Sales Tool – Pipeline inspection question tool
- Breakout Exercise: Working in small groups, participants will have 10-minutes to analyze, forecast, and strategize 4 “simulated” prospects (each one based on realistic sales stories).