



Criteria for Success Breakthrough Sales Trainings

1. Driving Consultative Selling Behaviors

In this topic, we address the four key consultative selling behaviors: asking questions, revealing problems, providing solutions, and telling stories. We provide best practices in each area and introduce a tool that will enable the team to capture best-practice solutions that align with key prospect problems, driving subject-matter expertise.

2. Improving Workability

One key factor that causes breakdowns in both selling and internal relationships is a lack of workability. This may be caused by prior poor experiences or simply a lack of alignment. In this topic, we introduce the concept of workability and provide a simple 4-item checklist to ensure workability is present in both internal and external relationships.

3. How to Run a Discovery Meeting/Sales Call

Having a solid agenda is the difference between a good sales meeting and one that goes off the rails. An effective meeting agenda allows a salesperson to discover if a prospect is a fit and helps the prospect discover value. In this topic, we provide a simple 5-step meeting agenda that drives powerful conversations with prospects.

"Those at CFS are true professionals and have the ability to fully integrate with your company dynamics and support strategic revenue growth goals."

STEVEN PICKERT; CEO, PICKER & ASSOCIATES



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4. **Effective Follow-Up**

Effective follow-up moves opportunities faster through the pipeline and keeps buyers and sellers aligned on the solution they are working together to create. Unfortunately, most salespeople send ineffective follow-up emails that delay the sales cycle and cause confusion. In this topic, we introduce a powerful follow-up email template called DEAL.

5. **30-Second Introductions**

It's easy to think you need to explain your value when you introduce yourself, but prospects don't really care about you. Instead, they care about how you might be able to solve their problems. In this topic, we provide a simple template for targeted 30-second introductions that align with your buyer personas.

6. **Asking for Referrals**

Referrals are the best source of leads for most businesses, and yet most salespeople don't ask for them. That's often because they feel awkward or uncomfortable having this conversation. In this topic, we provide a 7-step process for generating quality referrals.

7. **Evolving Client Relationships**

From targets to partners, each category of constituents your sales team engages with require different kinds of interaction and information. But planning activities for each individual firm is unrealistic. In this topic, we provide a format for creating categories and planning sales, plus successful marketing and leadership interactions.

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8. **Setting Goals to Drive Activity**

Effective goal setting is the foundation to sales success. Yet many salespeople have never learned to set actionable goals. In this topic, we provide key best practices for effective goal setting and enabling yourself to achieve your goals.

9. **Prospecting Action Planning**

Prospecting activity drives the sales process, yet many salespeople don't plan how much and what kinds of prospecting activities they should be doing to hit their targets. In this topic, we introduce a model for prospecting action planning that aligns with revenue targets.

10. **Targeting**

Understanding who to target is an essential first step in driving activity. Yet many sales organizations struggle to identify their ideal buyers, and even more salespeople find it difficult to know where they should focus their efforts. In this topic, we guide the team to identify ideal clients at both an organizational and individual level.

11. **Handling Objections**

Over time, most salespeople hear the same objections over and over. And top performers are able to respond to these common objections in a way that allows prospects to discover they are solvable. In this topic, we introduce a tool to document common objections and best-practice responses, and train the team to identify the real concern behind the objections they hear.

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12. Social Selling Using LinkedIn

Productive social selling requires foundational LinkedIn activities paired with a good strategy. Individual profile optimization as well as intentional prospecting and selling activities drive success on LinkedIn. In this webinar, we help your team build effective profiles and plan activities to sell on LinkedIn.

13. Networking

Both in-person and virtual networking can be excellent lead sources. But many salespeople spend time and money at networking events that don't generate quality leads. In this topic, we teach the team to identify ideal networking opportunities and how to get the most value out of every event they attend.

“Sales training is an art – one that CFS has perfected.
Coaching 40 extremely competitive, talented, difficult Sales
Reps at EMC Corporation.”

SARAH ALTMAN, DIRECTOR OF SALES, EMC DELL

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14. Negotiation

Effective negotiation involves identifying a win-win solution and helping your prospect discover its value. This can be driven by a series of structured, intentional conversations. In this topic, we introduce our AGREE framework for productive negotiation to a close.

15. Breaking Radio Silence

Radio silence from prospects is one of the biggest sources of frustration for salespeople. In this topic, we introduce a simple email framework to break radio silence, as well as strategies to prevent it from future prospects.

16. Driving Effective Performance

Top performers know how to effectively manage their time and activities to generate their targeted results. In this topic, we introduce key best practices for time management, prioritization, and productivity.

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