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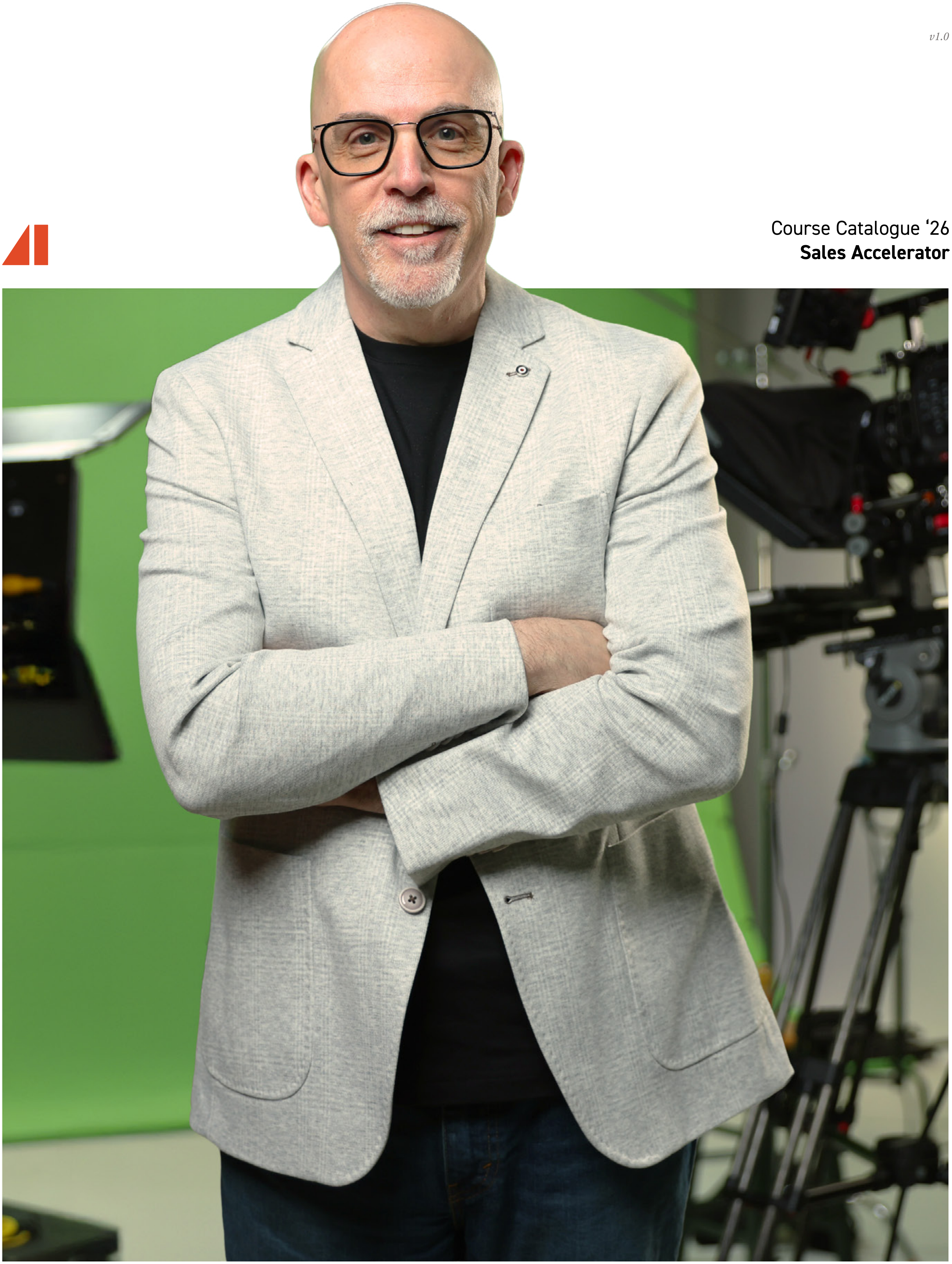
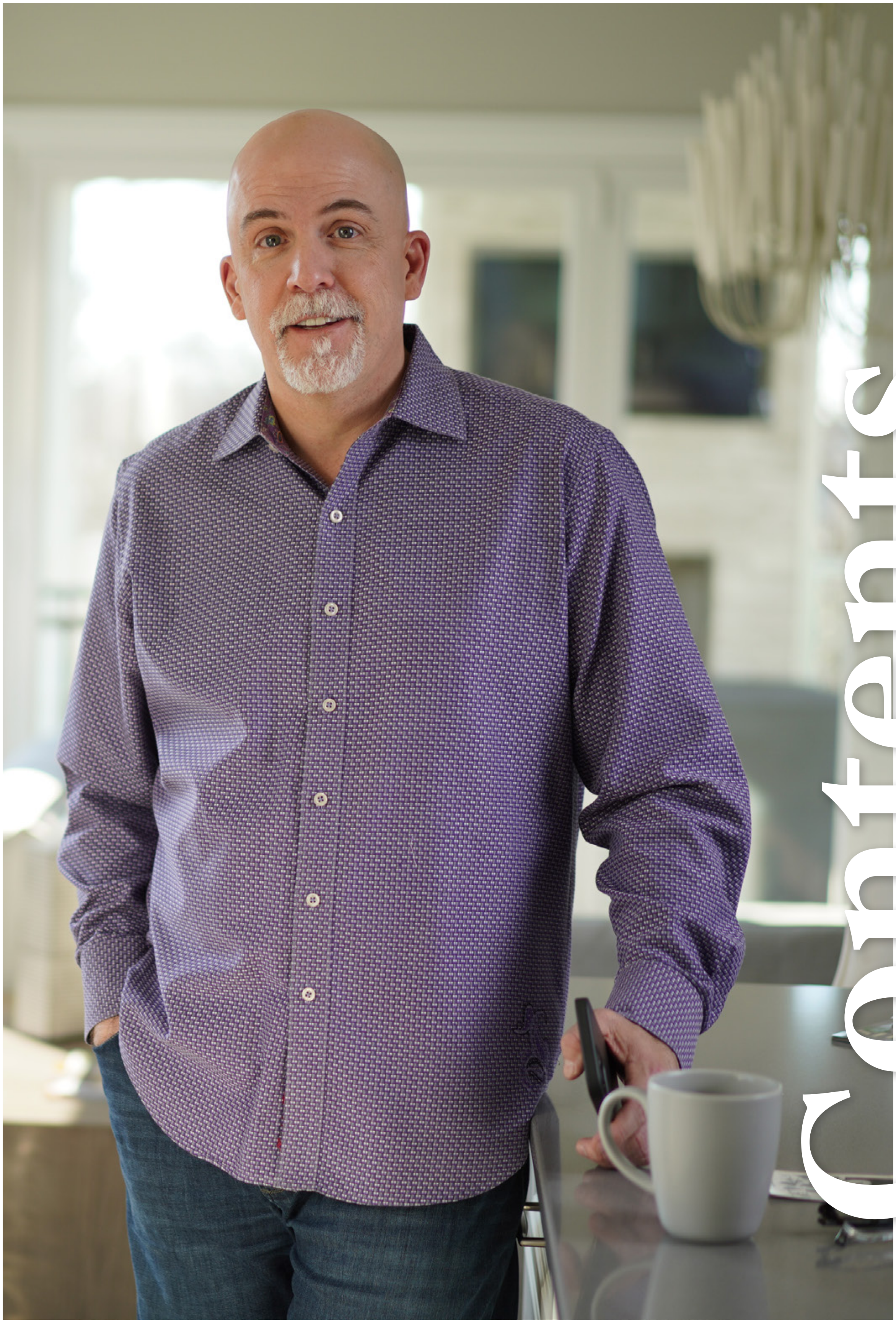
Course Catalogue '26
Sales Accelerator





Contents

Sales Accelerator

Sales Accelerator is an extensive collection of on-demand virtual training resources for salespeople developed by Anthony Iannarino. You'll learn proven frameworks to elevate your sales performance. Within 90 days you'll be getting more first meetings, closing more new deals, and selling more to your existing clients.

Courses are designed to produce real behavioral change and generate measurable results—developing both the sales force and sales leaders simultaneously. Accelerate your success in prospecting, negotiation, leadership, and more!

40+ hours of Training Content

- Video Training Courses
- Simulators
- Talk Tracks

Hundreds of Exercises

- Course Quizzes
- Fillable PDF Worksheets
- Excel Workbooks

Exclusive Content

- Live-virtual Training Workshops
- Personalized Metrics and Reporting
- Coaching Calls


Commitment
Gaining
EXECUTION LAB
A Modern and Complete Framework for Discovery
EXECUTION LAB
Triangulation Strategy

sales accelerator

MANAGERS

HOW TO LEAD A HIGH-PERFORMANCE SALES ORGANIZATION

HOW TO COACH YOUR TEAM

Coaching Overview (17 min)

The fundamentals of the manager's role. It shifts the focus from "manager as super-seller" to "manager as developer of talent," addressing common barriers to effective coaching.

COURSE CONTENT

- Coaching Overview
- What is Coaching?
- The Role of the Manager as Coach
- The Impact of Coaching on Team Performance
- The Barriers to Coaching
- Coaching Recap

Coaching Approaches (23 min)

A framework for situational leadership. It helps managers decide when to coach, how to structure the conversation, and how to focus on effective behaviors rather than just lagging results.

COURSE CONTENT

- Coaching Approaches
- When Do You Coach
- Coaching Conversations
- Conversations Continued
- Effective Behaviors
- Feedback
- Recap

Coaching "A" Players (10 min)

How to manage high performers. It advises against neglect, suggesting non-directive coaching (asking rather than telling) to help them expand their strategic value and target larger accounts.

COURSE CONTENT

- Coaching A Players
- Traditionally Neglected
- Use Non-Directive Choices
- Bring Awareness and Potential
- Help Establish Goals
- Increase the Size and Strategic Value of Their Targets

Coaching "B" Players (14 min)

Strategies to move the "middle of the pack." It uses a mix of directive and non-directive coaching to identify specific performance gaps and create plans to turn B players into A players.

COURSE CONTENT

- Coaching B Players
- Treat B Players like Future A Players
- Use a Combination of Directive and Non-Directive Approaches
- Bring Awareness to Gaps in Performance
- Develop Plans to Shore Up Weaknesses

Coaching "C" Players (12 min)

Dealing with underperformance. It focuses on competency gaps, Personal Improvement Plans (PIPs), accountability, and determining if the issue is a lack of skill or a lack of will.

COURSE CONTENT

- Coaching C Players
- Putting Competencies in the Right Order
- Personal Improvement Plan
- Additional Accountability Required
- What to Do When There Is No Will

Sales Calls for Managers (20 min)

How to coach the interaction itself. It covers pre-call planning and post-call debriefing, focusing on dialogue quality, question strategy, and commitment gaining.

COURSE CONTENT

- Sales Calls
- Why We Coach Sales Calls
- Call Selection
- Coaching Sales Calls
- Planning Dialogue and Questions
- Commitment Gaining
- Recap

How to Conduct a Ride Along (15 min)

Observational coaching. Watching reps in the wild to identify skill gaps, without taking over the sale.

COURSE CONTENT

- How to Conduct a Ride Along
- Learning Outcomes
- The Importance of Observing Your Sales Rep Engaging with Prospects and Customers
- The Only Way to Know Where You Need to Focus Their Development
- Showing an Interest in Their Success
- Being Present on Big Deals Early
- Determine the Purpose of the Ride Along
- Introductions and Roles
- Handing Off the Sales Call When Necessary
- Opening and Closing the Call

EFFECTIVE MEETINGS

Pipeline Meeting Cadence (20 min)

Ensuring pipeline health. It moves beyond "inspecting" the funnel to "coaching" it—verifying that opportunities are real, the right size, and moving forward.

COURSE CONTENT

- Coaching Pipelines
- Why Do We Coach Pipelines?
- How to Know if Your Pipeline is Broken
- Ensuring That You Have Enough of the Right Opportunities
- How to Coach Pipelines
- Coaching Questions
- How to Coach Pipelines Recap

Opportunities: 1-on-1 Opportunity Reviews (20 min)

Coaching specific deals. It covers opportunity selection (which deals to focus on) and the specific questions managers should ask to help reps advance or close complex deals.

COURSE CONTENT

- Opportunities
- Why Do We Coach Opportunities?
- Preparing to Coach Opportunities
- Selecting Opportunities
- How to Coach Opportunities
- Coaching Questions
- Opportunities Recap

How to Coach and Manage a Pipeline Meeting (13 min)

Running effective meetings that focus on moving stuck deals and verifying the reality of opportunities.

COURSE CONTENT

- How to Coach and Manage a Pipeline Meeting
- What is a Pipeline Meeting
- Do You Have Enough Opportunities?
- Different Types of Deals
- The Value of an Opportunity
- Compelled to Change
- Established Next Steps
- Identifying Deals to Coach
- Sample Language

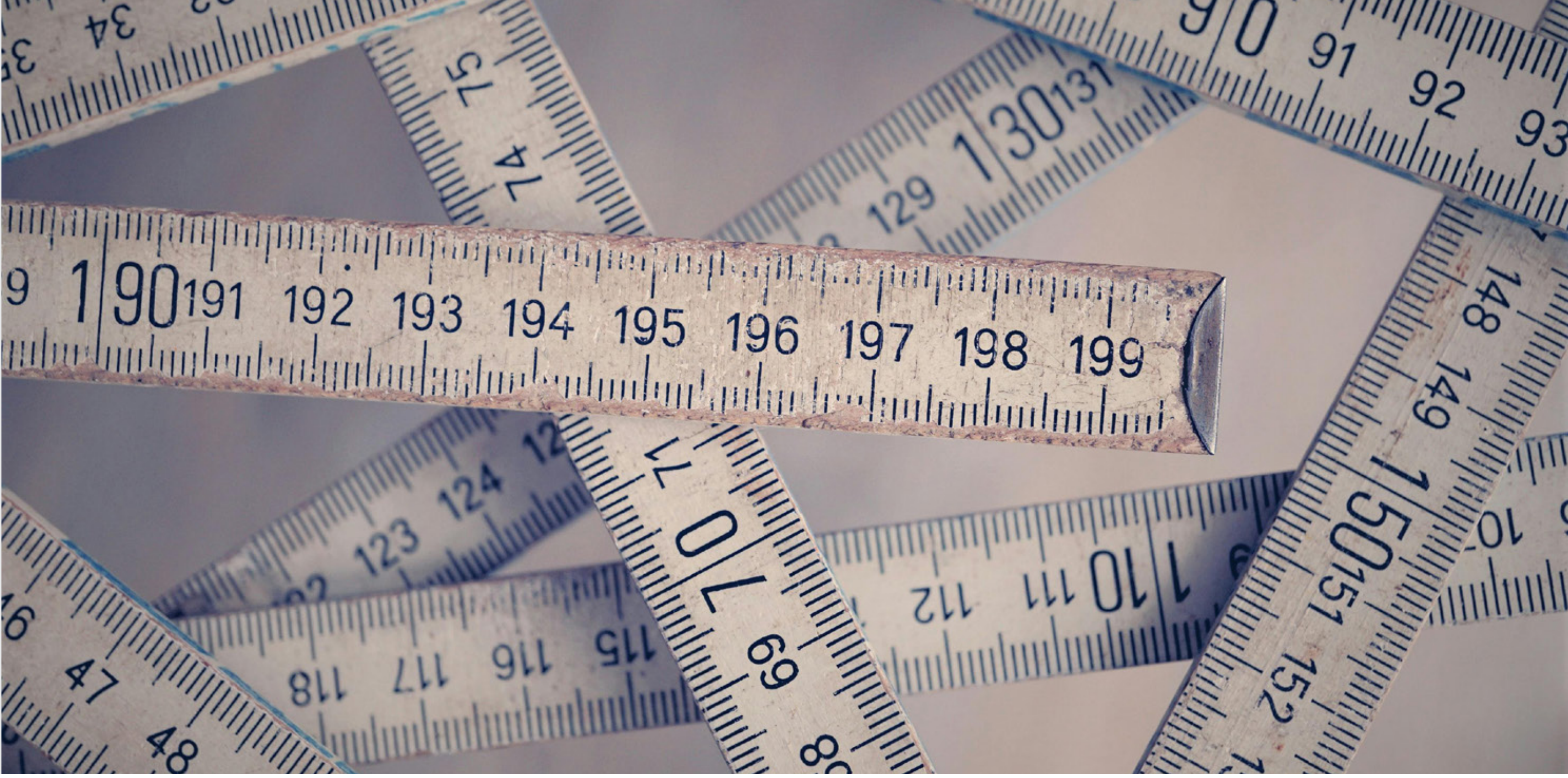
DRIVING SALES TEAM PERFORMANCE

Performance (12 min)

How to diagnose specific behavioral gaps. It teaches managers how to elicit self-awareness from the rep and identify models of success to replicate.

COURSE CONTENT

- Coaching Performance
- Why Do We Coach Performance?
- Identifying Gaps in Performance
- How to Elicit Gaps and Generate Awareness
- Identifying Models
- Coaching Performance Recap



REPORTING - MONITORING & METRICS

Metrics and Reporting (16 min)

Distinguishing between vanity metrics and outcome metrics. Focusing on data that drives behavior modification.

COURSE CONTENT

- Metrics and Reporting
- What Do You Need to Know
- More Data Is Not Better
- Financial Metrics
- Outcome Metrics
- Activity Metrics
- Accountability In The Right Order

How to Forecast Sales (15 min)

Accuracy in prediction. Reviewing deals based on "commitments kept" rather than rep optimism.

COURSE CONTENT

- How to Forecast Sales
- Why Forecasts Matter
- Start Reviewing Deals in Early Stages
- Focus On Commitments Made and Kept
- Assessing Risks Down the Home Stretch
- A Few Rules

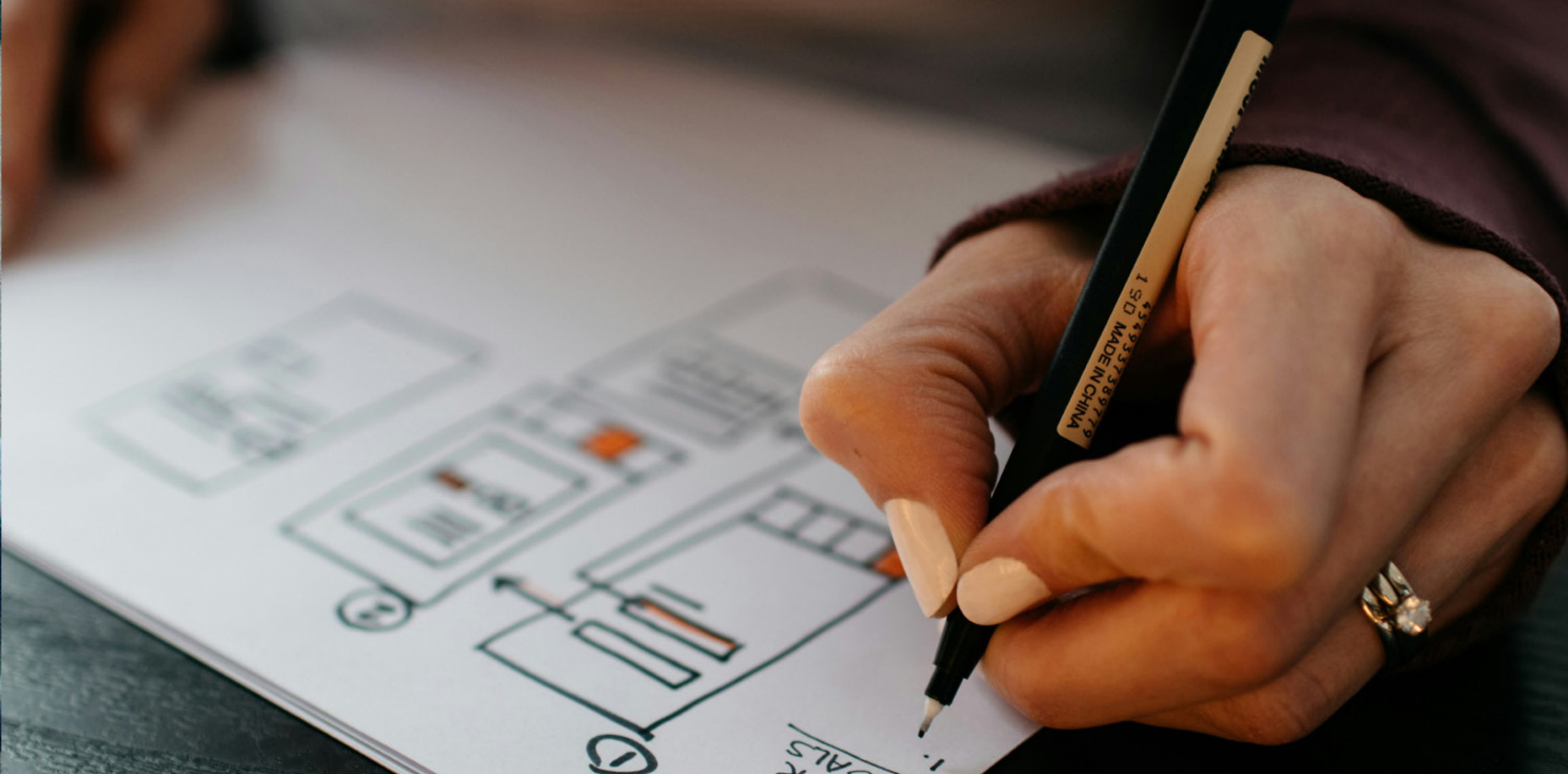
HOLDING YOUR REPS ACCOUNTABLE

7 Factors to Create a Culture of Accountability (19 min)

Building a high-performance environment based on trust, clear expectations, and psychological safety.

COURSE CONTENT

- Seven Factors to Create a Culture of Accountability
- Leadership Styles
- Growth & Dominator Hierarchies
- Psychological Safety
- Factor #1: Trust
- Factor #2: Clear Expectations
- Factor #3: Reasons & Rationale
- Factor #4: Providing a Strategy
- Factor #5: Accountability, Not Suggestions
- Factor #6: Reviewing the Results
- Factor #7: Don't Allow Your Team to Fail



SALES PLANS

Designing and Managing Territories (14 min)

Strategic segmentation. Dividing territories by geography, vertical, or named accounts to ensure market coverage.

COURSE CONTENT

- Introduction
- Ensuring Coverage & Plan to Acquire Clients and Opportunities
- Geographic Territories
- Vertical Territories
- Named Accounts
- Segments and Tiers
- Matching Territories to Your Strategy

Territories and Accounts (23 min)

Coaching reps on territory management. Ensuring there is a plan to grow the region, create net new opportunities, and address specific geographic or vertical challenges.

COURSE CONTENT

- Territories and Account Planning
- Why Coach Territories and Accounts?
- How to Ensure You Have a Plan to Grow Your Territory
- How to Ensure New Opportunities Are Being Created
- Addressing Challenges
- Questions to Ask During Coaching
- Territories and Account Planning Recap

Putting Everyone on a Plan (8 min)

A holistic approach to team growth. It argues that every team member, regardless of performance level, should have a development plan to move the entire performance curve to the right.

COURSE CONTENT

- Putting Everyone On a Plan
- Why You Need to Move the Whole Bell Curve to the Right
- Leaders and the Full Potential of Each Member
- Belief that Everyone Can and Should Grow
- Engagement with Your Team Improves Results
- Building Future Leaders

CREATING A CULTURE OF SUCCESS

Establishing a Hunter Culture (19 min)

Creating a hunter culture. Defining expectations, timelines, and consequences, and following up before it's too late.

COURSE CONTENT

- Accountability
- Taking Responsibility for an Outcome
- Define Expectations and Why They are Necessary
- Define Timelines and Deadlines
- Define Authority and Approve Methods
- Provide Resources and Support
- Follow-up While There is time to Adjust
- Escalating Consequences
- Challenges

Leading a High Performance Sales Organization (50 min)

A strategic, disciplined approach centered on alignment, culture, and continuous development.

COURSE CONTENT

- Establishing a Hunter Culture
- Establishing Accountability for Results
- Building Peers and Trusted Advisors
- An Agile, Dynamic Sales Process
- The Coaching Discipline

HOW TO HIRE WINNERS

How to Hire Champions (5 min)

A guide to hiring effective sales reps from résumé review through the interview process.

COURSE CONTENT

- Sorting Résumés Into Three Piles
- Schedule 20 Minute Phone Interviews

Interview Questions (20 min)

A guide to interviewing. Includes specific questions to test for drive, sales acumen, and cultural fit (e.g., "Tell me about the biggest deal you lost").

COURSE CONTENT

- Why Did You Leave Your Last Job?
- Tell Me How You Schedule Appointments with Your Prospective Clients
- Tell Me What A Perfect Sales Day Looks Like for You
- How Do You Create an Opportunity with Your Prospective Client?
- Tell Me About the Biggest Deal You Ever Won and Why They Bought From You
- Tell Me About the Biggest Deal You Ever Lost and Why You Lost It
- How Do You Ask Your Prospective Client for Their Business
- Why Have You Chosen Sales As a Career?
- What Are You Passionate About Outside of Work?
- How Do You Think About Your Competition?
- What Sales Training Have You Had and What Did You Learn From It?
- If I Called Your Last Manager, Where Would They Say You Need More Training?
- What Is It That You're Going to Do That's Going to Cause Us to Butt Heads?
- Tell Me About the Best Leader You Ever Had and Why You Feel That Way?
- Tell Me About the Worst Leader You Ever Had and What Made Them Horrible
- What Are You Going to Need From Me In Order to Succeed Here

TIME MANAGEMENT - MAXIMIZING OUTCOMES

Time Management (20 min)

Helping reps manage their most valuable asset. It covers blocking time for prospecting and holding reps accountable to their calendar to prevent "drift."

COURSE CONTENT

- Time Management
- Why Do We Coach Time Management?
- How to Coach Time Management
- Time Management Questions
- Managerial Will and Time Blocks
- Accountability

TALK TRACKS FOR MANAGERS

Leading In and Through a Crisis (11 min)

Tone-appropriate scripts for selling during tough times, acknowledging challenges while offering help.

COURSE CONTENT

- Mindset
- Acknowledge Challenges
- Accelerate

Culture (15 min)

Scripts for managers to celebrate wins, protect team culture, and discuss losses constructively.

COURSE CONTENT

- How to Deal with Non-Negotiables
- How to Protect Your Culture in Team Meetings
- How to Maintain Your Team's Positivity
- How to Celebrate a Win
- How to Talk About a Loss

Change (8 min)

How to handle the cynics and skeptics blocking your team from reaching its potential.

COURSE CONTENT

- How to Prevent Your Sales Force from Waiting You Out
- How to Deal with a Public Cynic or Critic
- How to Deal with a Focus on Your Competitor

Increase Activity (11 min)

How to have the "activity talk" without being a micromanager. Instituting call blocks and dealing with excuses.

COURSE CONTENT

- How to Reset the Relationship with Your Sales Team
- How to Deal with an Activity Problem
- How to Increase Goals and Activity Metrics
- How to Institute a Call Block
- How to Handle a Failure with Your Team
- How to Require a Weekly Plan
- How to End a Reliance on Leads

Productivity (16 min)

Addressing time-wasting behaviors and establishing communication standards.

COURSE CONTENT

- How to Deal with Excuses
- How to Move a Rep Back Into Their Role as an Account Executive or a Hunting Sales Rep
- How to Coach a Rep Away from Non-Important Tasks
- How to Establish Communication Standards
- Ideas on Communication Standards

Pipeline Talk Tracks for Managers (16 min)

Scripts for scrubbing the pipeline, verifying deal reality, and removing "zombie" deals.

- How to Verify the Forecastability of a Deal
- How to Coach a Rep with Too Few Opportunities
- How to Coach Out Too Small Deals
- How to Remove a Non-Opportunity from Your Pipeline
- How to Coach a Rep That Sits on One Large Deal

Effectiveness (27 min)

Coaching tracks for specific rep weaknesses: poor listening, reliance on discounting, lack of negotiation, or "order taking" mentality.

COURSE CONTENT

- How to Help a Poor Listener
- How to Improve Compliance with Your Sales Process
- How to Require the Sales Force to Negotiate
- How to Coach a Rep That Sells Prices
- How to Prevent Discounting
- How to Coach a Rep to Own the Outcomes, Not the Transactions
- How to Coach Low Win Rates
- How to Coach a Rep Away from Being Detrimentally Reliant on a Subject Matter Expert
- How to Coach a Rep Who Believes the Product Sells Itself

Personal (22 min)

Addressing behavioral issues like lateness, call reluctance, lack of ethics, or learned helplessness.

COURSE CONTENT

- How to Help a Rep Set Bigger Goals for Themselves
- How to Deal with a Lack of Integrity or Ethics
- How to Coach a Rep with Call Reluctance
- How to Coach an Order-Taker
- How to Coach Learned Helplessness
- How to Coach a Rep That Doesn't Manage Client Expectations
- How to Coach a Rep Who Continually Shows Up Late

Non-Performance (12 min)

The tough conversations: PIPs, retraining, and termination/letting someone go.

COURSE CONTENT

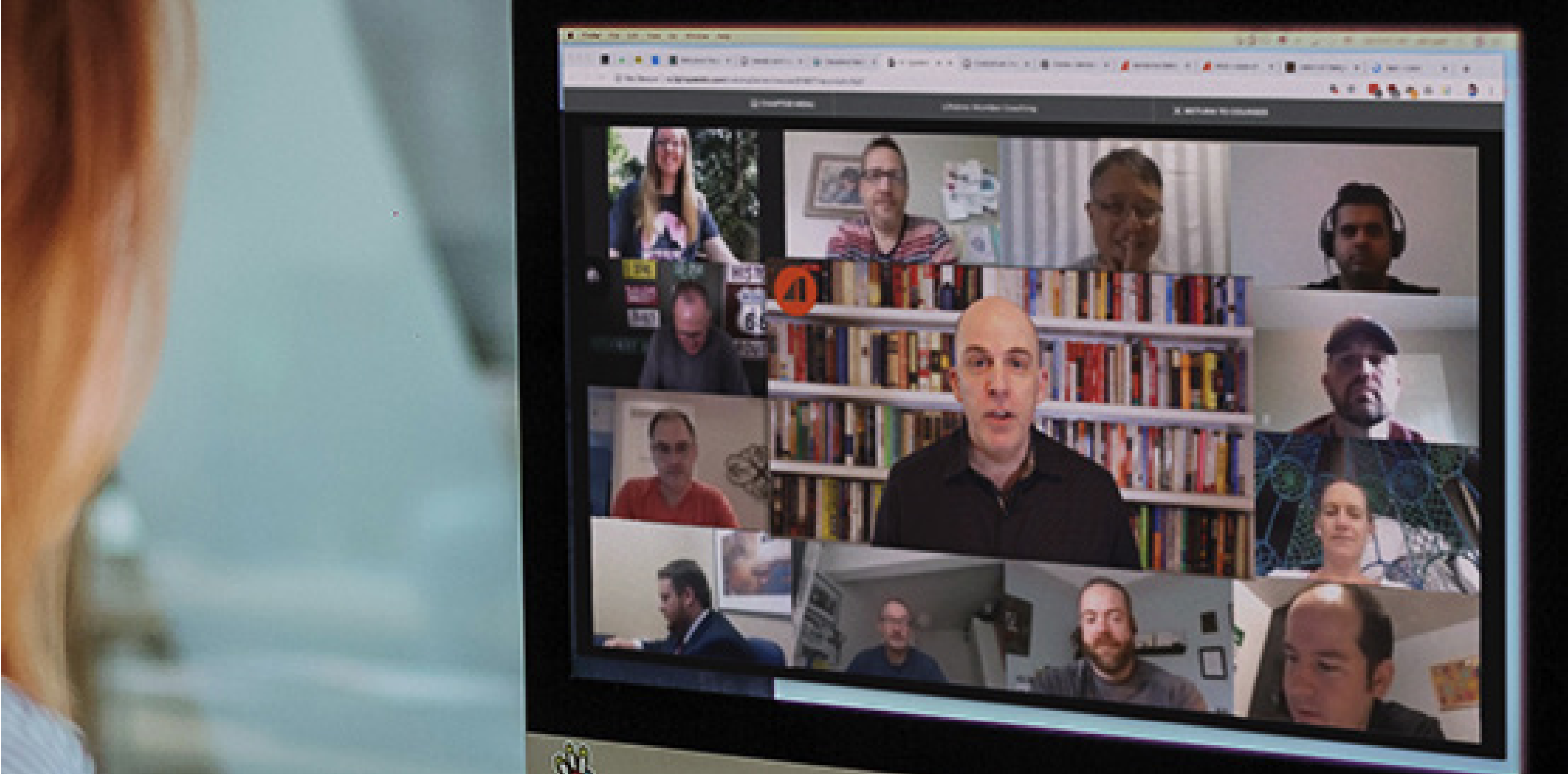
- How to Deal with an Un-Coachable Rep
- How to Speak with a Rep About Retraining
- How to Discuss Reassignment
- How to Remove, Fire, or Let Someone Go

Leadership for Sales Managers (7 min)

How managers can talk to their leadership about missed goals, and how to own mandated changes.

COURSE CONTENT

- How to Deal with Your Management Team When You Fail to Meet Your Goals
- How to Own a Change Mandated by Your Leadership
- How to Coach the Sales Prevention Department



LIVE TRAINING FOR MANAGERS • ARCHIVED RECORDINGS

Leading Growth (11 hr 30 min)

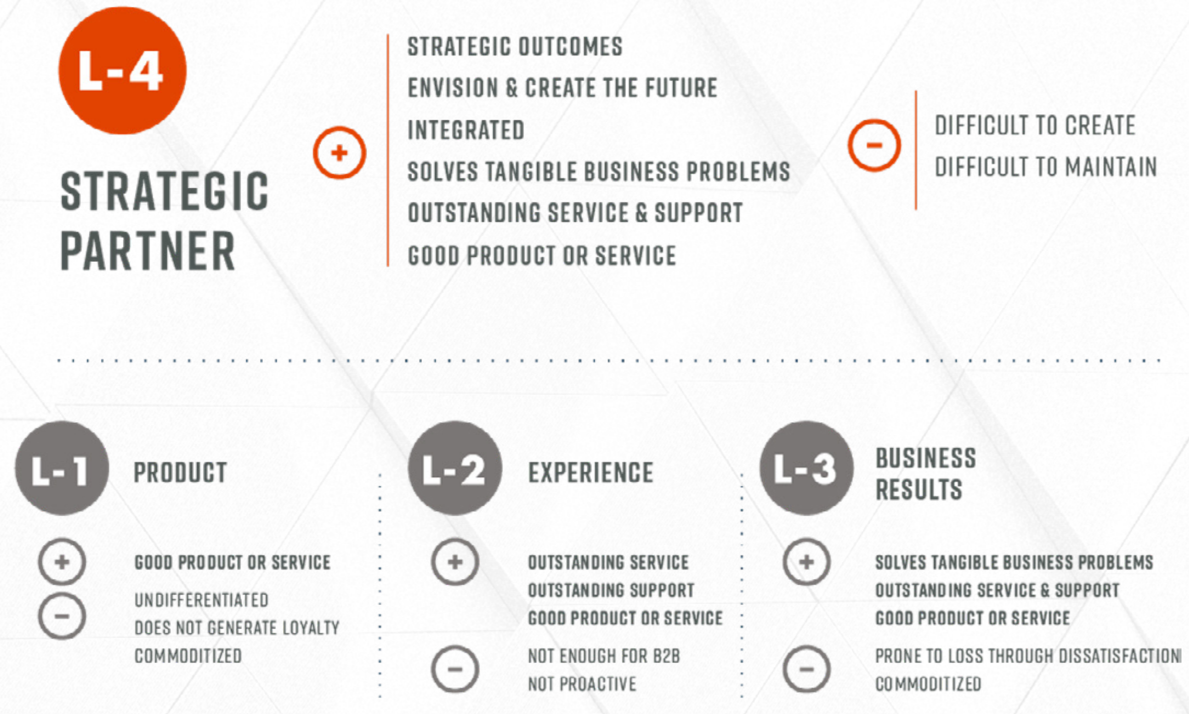
A comprehensive training and development experience built around Anthony Iannarino's acclaimed book, Leading Growth: The Proven Formula for Consistently Increasing Revenue. Designed specifically for sales leaders and managers, this program delivers actionable strategies, executive coaching principles, and team leadership structures that drive real growth.

COURSE CONTENT

- Vision
- Transformation
- Communication
- Leadership Styles
- Decision-Making
- Strategy & Alignment
- Accountability
- People
- Effectiveness
- Forecasting
- Cadence

SALES REPS

HOW TO EARN MORE MEETINGS AND WIN MORE DEALS.



VALUE CREATION STRATEGIES

Philosophy of Value (21min)

The mindset that "Selling is something you do with someone, not to someone." Focuses on collaboration and long-term relationships.

COURSE CONTENT

- The Philosophy of Selling
- Selling is Something You Do for Someone and With Someone
- Conversations, Commitments, and Preferences
- Serve the Buyer in Their Process
- Fast is Slow
- Choices: The Creation of Possibilities
- Consultative Means Collaborative
- If You Create Value You are Entitled to Keep Some of the Value You Create
- Relationships Always Win

Creating Value (11 min)

The core philosophy that the salesperson is the value proposition. Creating a paradigm shift for the client.

COURSE CONTENT

- Creating Value
- The Importance of the Sales Conversation
- Talk Tracks

L4VC Fundamentals (12 min)

The foundational theory behind Level 4 Value Creation. It defines the progression from selling commodities (Level 1) to selling business outcomes and strategic advantage (Level 4).

COURSE CONTENT

- Level 1 Value Creation
- Level 2 Value Creation
- Level 3 Value Creation
- Level 4 Value Creation
- The Importance of Creating Value for All Stakeholders

L4VC Execution (21 min)

A masterclass in becoming a Trusted Advisor. It distinguishes between four levels of value (Product, Experience, ROI, and Strategic Partner) and teaches how to operate at Level 4—being insight-driven, future-oriented, and strategic.

COURSE CONTENT

- How to be a Trusted Advisor
- How to be Value Based
- How to be Caring Based
- How to be Proactive
- Accountability
- How to be Insight Driven
- How to be Future-Oriented
- How to be Strategic
- Starting the Sales Conversation at Level 4

Triangulation Strategy (7 min)

A method for positioning your solution against competitors by triangulating their weaknesses against your strengths and the client's needs.

COURSE CONTENT

- Triangulation Strategy
- How to Triangulate Your Competition

INFORMATION DISPARITY

Information Disparity (24 min)

Leveraging what you know that the client doesn't to create urgency and authority.

COURSE CONTENT

- Information Disparity Introduction
- The Critical Outcome
- Create Value for Client Contacts
- Create a Paradigm Shift
- Course Summary

BUILDING INSIGHTS

Building Insights (1hr 2min)

A modern approach to consultative sales requires that the salesperson provides their client with the insights, ideas, advice, and a provocative perspective—one that compels the changes that will allow their client to produce better results.

COURSE CONTENT

- Building Your Insights
- Research Insights to Provide Your Client with Context
- Context
- Identifying Synthesizers
- Tracking Your Insights
- How to Use Feedly

CONSULTATIVE PROSPECTING

Mastering a Cold Call (17 min)

Deep dive into the mechanics of the call. Structure, tone, and handling the "No" to get to "Yes."

COURSE CONTENT

- Mastering a Cold Call
- Why You Should Master Cold Calling
- The Goal of a Cold Call
- Variables to Success in Cold Calling
- Sales Scripts
- Preparing to Make Cold Calls
- The Structure of a Cold Call
- Examples of Cold Calling Scripts
- Expecting and Getting Past No
- How to Ensure Your Success
- Course Summary

Cold Calling (18 min)

Demystifies the phone. Covers the "6 Principles," the ethical obligation to prospect, and the necessity of using a script to secure time.

COURSE CONTENT

- What is Cold Calling?
- Myths About Cold Calling
- Why You Resist Cold Calling
- Principles of Cold Calling
- The Ethical Obligation to Cold Call
- You Need to Have a Script

How to Prospect (19 min)

Choosing the right method and cadence for your specific target market.

COURSE CONTENT

- How to Prospect
- Targeting
- Research
- Choose a Prospecting Method and Cadence
- Scripts
- Some Rules
- Prospecting Recap

Gatekeepers (17 min)

Tactical approaches for navigating executive assistants and other gatekeepers. Strategies include enlisting them as allies, addressing their primary concerns directly, or strategically bypassing them when necessary.

COURSE CONTENT

- Gatekeepers
- Primary Concerns
- Ask Directly
- Enlist the Gatekeeper as a Contact
- Find Another Gatekeeper
- Go Directly to the Contact
- Pushing Through the Gatekeeper

Strategic Targets (7 min)

Identifying the high-value accounts that can make your year, and how to treat them differently than transactional leads.

COURSE CONTENT

- Strategic Targets
- How to Choose a Strategic Target
- How to Determine How Many Strategic Targets You Need
- How to Nurture Your Strategic Targets

How to Nurture Your Dream Client (25 min)

Long-term strategies for top-tier targets. Determining how many "Dream Clients" to track and creating a communication plan (Nurture Plan) to stay top-of-mind.

COURSE CONTENT

- How to Nurture Your Dream Clients
- What is a Dream Client?
- How Many Dream Clients Do You Need?
- Planning for all 4 Quarters
- Different Forms of Communication
- Your Nurture Plan

How to Plan a Sales Call (20 min)

A four-part framework for preparation: knowing the goal, the audience, the value to be delivered, and the next step.

COURSE CONTENT

- Defining strategic outcomes
- Identifying stakeholders
- Exchanging knowledge and insights with your prospective client
- Providing Proof

Cross Selling (14 min)

How to introduce a roadmap to existing clients, bundling offerings to solve larger problems, and identifying the "CEO of the problem".

COURSE CONTENT

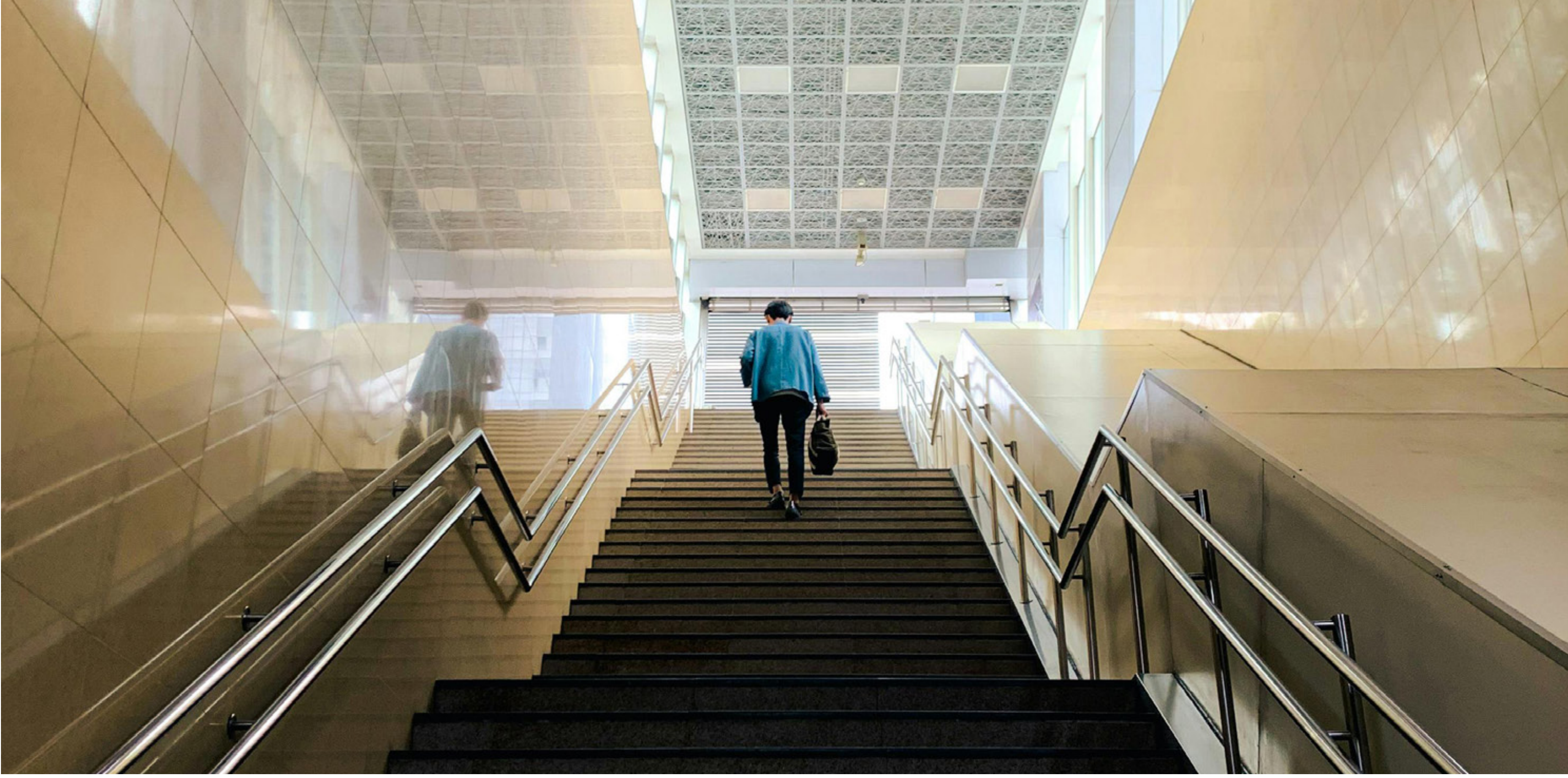
- Introduction to Cross Selling
- Introducing a Roadmap
- Knowing Your Client
- The CEO of the Problem
- Bundling Offerings
- Offering a Discount

Team Sales Calls (11 min)

Best practices for bringing support (SMEs, Managers) onto a call. It defines roles (Scribe, Leader, SME) to ensure the team presents a unified front and resolves concerns effectively without stepping on each other's toes.

COURSE CONTENT

- Determining Roles
- Necessary Outcomes
- Questions You Need to Ask and Answer
- Determining Next Steps



COMMITMENT GAINING

Commitment Gaining (17 min)

Focuses on "The Trading Value Rule." Strategies to ask for and obtain the necessary commitments (Time, Change, Investment, etc.) to move the deal forward.

COURSE CONTENT

- Commitment Gaining
- The Importance of Commitment Gaining
- Previewing Commitments
- Real and Imagined Commitments
- Asking for Commitments
- Closing Recap

OBJECTIONS & CONCERNS

Objection Handling (27 min)

Uses the LAER model (Listen, Acknowledge, Explore, Respond). Covers handling stalls, product gaps, and pricing pressure.

COURSE CONTENT

- Handling Objections
- Nature of Objections
- Unforced Errors
- Types of Objections
- LAER Strategy
- The Pattern
- Direct, Soft Language
- Talk Tracks
  - Prospecting Objections
  - Product Objections
  - Pricing Objections
  - Personal Fears
  - Direct Challenges
  - Process Objections
- Objection Handling Recap

DISCOVERY & QUESTIONS

Professional Grade Research (8 min)

This course emphasizes the critical role of thorough research in B2B sales, highlighting the need for salespeople to understand their clients and industries deeply to create meaningful value.

COURSE CONTENT

- The Importance of Research in B2B Sales
- The Current Sales Landscape
- Key Principles of Effective Research
- The Impact of Research on Sales Success

Power Questions by Buying Cycle (18 min)

Matching questions to the client's stage: Dissatisfaction, Evaluation, or Decision.

COURSE CONTENT

- Power Questions by Buying Cycle
- Why Should You Care About the Buying Cycle?
- Questions for Satisfied Prospects
- Questions to Discover Prospect's Needs
- Questions to Compel Action
- Preference Questions
- Questions to Elicit Concerns
- Power Questions by Buying Cycle Recap

Discovery (19 min)

The bedrock of the sales process. Covers controlling the process, creating value during the ask, and avoiding common interrogation mistakes.

COURSE CONTENT

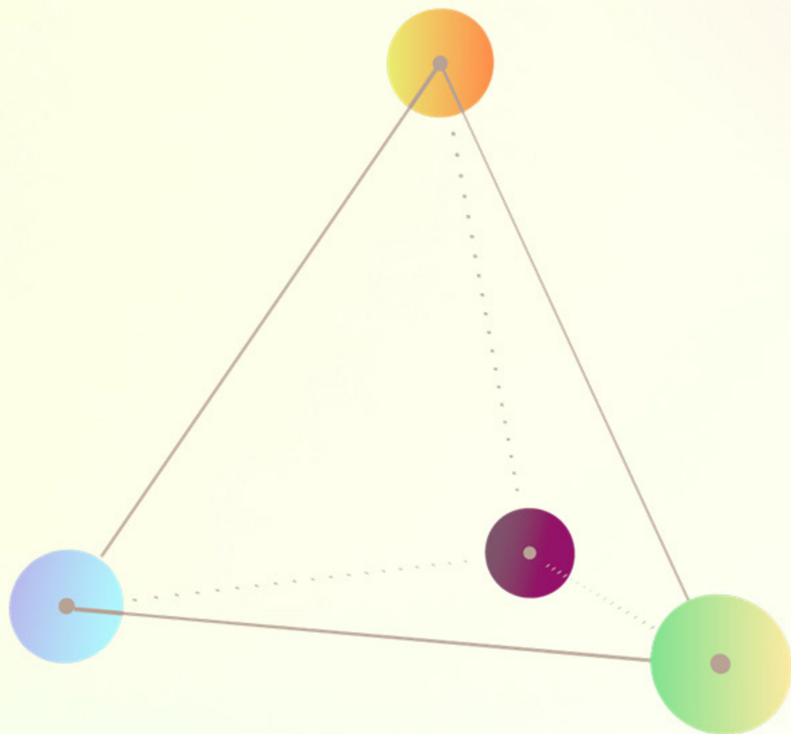
- Discovery
- The Goals of Discovery
- Commitments
- Create Value Based on Your Prospect's Buying Cycle
- Controlling the Process
- Common Mistakes
- Discovery Recap

Advanced Discovery Concepts (25 min)

Critiques traditional discovery as limited and introduces strategic questioning. It focuses on using "Power Questions" to expose gaps, build insights, and compel change, ensuring the discovery process creates value rather than just extracting information.

COURSE CONTENT

- Advanced Discovery Concepts
- Traditional Discovery Concepts
- The Limits of Traditional Discovery
- New Discovery Concepts
- Compelling Change
- The Power of Strategic Questions
- The Power of Asking Questions That Expose a Gap
- The Power of Value-Based Questions



PROFESSIONAL DIFFERENTIATION

How to be Other Oriented (21 min)

A core mindset course about shifting focus entirely to the client. It covers listening skills, removing self-interest from the conversation, and ensuring every interaction, including the opening of a call, provides value to the buyer.

COURSE CONTENT

- How to be Other Oriented
- Listen to Your Client
- Don't Start a Sales Call with You
- Start with Creating Value
- Don't Ever Mention Your Personal Gain
- Don't Talk About a Win-Win Deal
- Be Prepared and on Time
- Only Ask for Commitments You've Earned
- Follow Up on Every Commitment

Business Acumen (18 min)

Strategies for developing a "business mind." It encourages reading beyond sales books (economics, non-fiction), finding tutors, and learning from clients to understand how businesses operate, make money, and view value.

COURSE CONTENT

- How to Improve your Business Acumen
- Read Business Books and Magazines
- Read Non-Fiction Books that have Nothing to do with Business
- Find Company Tutors
- Let the Client Teach You
- Writing Down What You Learn

Executive Presence (12 min)

How to command a room and interact with C-level stakeholders. It focuses on avoiding "information parity" (telling them what they already know) and engaging in healthy conflict or challenging views without being aggressive.

COURSE CONTENT

- Executive Presence
- Avoid Information Parity
- Engage in Conflict
- Challenge Without Being Challenging

STAKEHOLDERS CONSENSUS

Building Consensus (6 min)

Defines the attributes that provide guidance and strategies for building consensus in the stakeholders who are going to be impacted by a decision to change.

COURSE CONTENT

- Building a Preference
- Current Perception of Value
- Compelled to Change
- Engagement
- Authority
- Influence Matters

Advanced Consensus Building (32 min)

Focuses on navigating complex B2B buying committees. It covers the "Five Factors Analysis" (Preference, Engagement, Evaluation, Learning Outcomes, and Ten Questions) to understand stakeholder motivations and overcome obstacles in multi-person decision-making processes.

COURSE CONTENT

- Role
- Obstacles
- Factors
- Five Factor Analysis
    - Preference
    - Engagement
    - Evaluation
    - Learning Outcomes
    - Ten Questions
- Summation

PRESENTATION PROPOSAL

Presentation Skills (18 min)

How to present a dialogue, not a monologue. Dealing with the fear of the money conversation.

COURSE CONTENT

- Presentation Skills
- Creating a Dialogue Instead of a Monologue
- Describing the Current State
- Sharing a Vision of the Future State
- Providing Your Solution
- Establishing Milestones
- Discussing the Investment
- Fear of the Money Conversation

How to Propose and Present (14 min)

Structuring the pitch: Current State —> Future State —> Solution —> Vision –> Milestones –> Investment.

COURSE CONTENT

- How to Propose and Present Your Solution
- Current State
- Future State
- A Compelling Vision for the Future
- Milestones
- Investment
- Proposing and Presenting Your Solutions Recap

NEGOTIATION MASTERY

Negotiation Skills - Sales Rep Course (17 min)

Core rules: Walk away power, Reciprocity (give to get), and Negotiating in person.

COURSE CONTENT

- Negotiating Win-Win Deals
- Rules
  - Maintain the Ability to Walk Away
  - Negotiate Once
  - Require Reciprocity
  - Negotiate In Person
- How to Prepare for a Negotiation
- Offer to Add Value Instead of Reducing Price

Negotiation Simulator (~15 min)

Interactive scenarios designed to practice negotiation dynamics in a risk-free environment.

COURSE CONTENT

- Defending Your Higher Price
- How to Trade Value When the Client Asks for a Discount
- Dealing with Ultimatums.

Negotiation - Sales Reps Course (29 min)

A framework for protecting margins while reaching agreements. Key concepts include not negotiating with the competition, negotiating only once, justifying the "delta" (price difference), and breaking the client's price anchors.

COURSE CONTENT

- Negotiation and the Balance of Power
- Don't Negotiate with Your Competition
- Negotiate Once
- Push Back and Negotiation without Running Back to Your manager
- Justify the Delta
- Break Their Anchor
- Negotiate and Ask for Something of Equal or Greater Value

Closing Simulator (~30 min)

Interactive scenarios designed to practice the "10 Commitments" closing framework in a risk-free environment.

COURSE CONTENT

- Commitment for Time
- Commitment to Explore
- Commitment for Change
- Commitment to Collaborate
- Commitment to Build Consensus
- Commitment to Invest
- Commitment to Review
- Commitment to Resolve Concerns
- Commitment to Decide
- Commitment to Execute

Modern Course on Closing (40 min)

Moves away from "hard closes" to "gaining commitments." It covers the 10 specific commitments needed throughout the sales cycle (Time, Explore, Change, etc.).

COURSE CONTENT

- Modern Course on Closing for Professional Salespeople
- Commitment Gaining

QUOTA & WEEKLY PREP

The Model Sales Week (28 min)

Time blocking strategy. Dedicating specific blocks for prospecting, nurture, admin, and personal development to ensure consistency.

COURSE CONTENT

- How to Open a Sales Call
- Prospecting
- Face to Face Sales Calls
- Nurture Your Dream Clients
- Blocking Time to Prepare for Sales Calls
- Blocking Time for Your Follow-Up Activities
- Blocking Time for Email and Voicemail
- Updating Your Sales Force Automation
- Blocking Time for Your Personal Development

How to Make Quota (17 min)

A reverse-engineering approach. Creating a plan based on required income/revenue, opportunities needed, and insurance (extra pipeline).

COURSE CONTENT

- Creating a Plan to Succeed
- Managing Yourself by Your Numbers
- Opportunities and Insurance
- Prospecting Methods

Quarterly Business Review (14 min)

How to conduct strategic reviews with existing clients. It structures the QBR to preempt dissatisfaction, take credit for results, update on market trends, and build a roadmap for future initiatives.

COURSE CONTENT

- Quarterly Business Review
- The Framework
- Preemptive Review to Avoid Being Ambushed
- Credit and Accountability
- Market Update - What We See
- Future Initiatives - The Roadmap
- Next Steps
- Quarterly Business Review Summation

MINDSET

Self Discipline (24 min)

Finding a way to win when the path isn't clear. The importance of routines, discipline lists, and doing the hard work first.

COURSE CONTENT

- Secrets to Success
- This is the First Commitment
- Where There's a Will
- Routine Maintenance
- How to Create a Discipline List
- Do the Worst Thing First
- Make Your Commitments in Writing
- Make Your Commitments Public
- Eliminating Distractions and Stopping Multi-Tasking

Optimism (21 min)

Psychological resilience. Removing self-limiting beliefs and understanding that "No" usually means "Not now".

COURSE CONTENT

- Optimism
- The Power to Persist
- Optimistic Beliefs
- Gratitude Journal
- Keep a Record of the Value You Create
- Discarding Unhealthy Beliefs
- Cynics, Critics, Slackers, and Burnouts
- The Negativity Fast

Caring (17 min)

Taking ownership of outcomes and viewing "caring" (business empathy) as a competitive advantage.

COURSE CONTENT

- Caring
- The Key to All Relationships
- The Three Elements That Make Up Caring
- Outcomes Follow Intentions
- Five Ways to Turn Caring Into a Competitive Advantage

Competitiveness (18 min)

Channeling competitiveness into healthy growth (studying wins/losses).

COURSE CONTENT

- The Competitive Spectrum
- Zero - Sum Game
- Your Competitiveness is Valued
- The Elements of Competitiveness
- Play Your Game
- Study Your Wins and Losses
- Leave No Weapon Un-Fired

Resourcefulness (12 min)

Much of what we do in sales requires creativity. We are either solving sales problems or helping clients with their seemingly intractable problems. Resourcefulness is the linchpin attribute.

COURSE CONTENT

- Resourcefulness
- Resourcefulness is the Key to Retention
- Ideas and Solutions
- Spend Time Thinking
- You Need to Generate Ideas
- No Judgement

Initiative (19 min)

Being proactive. "Sales is action, not reaction." Building character traits that persuade others.

COURSE CONTENT

- Initiative
- Sales is Action, Not Reaction
- Being Proactive
- Initiative is for the Customer's Benefit
- Practical and Tactical
- Persistence - How to Break Through Resistance
- No Means Not Now
- You Cannot Be a Nuisance

Persistence (4 min)

Winning in B2B sales requires the ability to persist long enough to create or win an opportunity. The coursework here will prevent giving up and teach a willingness to persist.

COURSE CONTENT

- Persistence
- How to be Persistent

Communication (19 min)

Listening skills and choosing the right medium.

COURSE CONTENT

- Communication
- Listen to Your Client
- Good Questions are More Powerful Than Great Statements
- Choose the Right Medium
- Three Elements of Effective Communication
- How to Practice Being an Exceptional Listener
- Write, Rehearse, and Use Scripts

Accountability (13 min)

Your dream clients expect the salespeople to deliver the outcomes they sold them. This course helps the salesperson understand why accountability is important and how to be accountable for results.

COURSE CONTENT

- Accountability
- Problems Don't Age Well
- You're Responsible and Accountable for What You Sell
- How to be Accountable

Influence (6 min)

Being a person of influence starts with the development of these attributes. The influence course pulls all the attributes together as a capstone for this section.

COURSE CONTENT

- Influence
- The Character Traits of Influence

Importance of Mindset (3 min)

Why your mindset is one of the most important factors for sales success.

COURSE CONTENT

- The Importance of Mindset

TIME MANAGEMENT & PRODUCTIVITY

Productivity Principles (17 min)

Systems for efficiency. 90-minute work blocks, prioritizing opportunity creation, and filtering distractions.

COURSE CONTENT

- Productivity Principles
- Start Your Week with a Plan in Place
- Block 3 90-Minute Sessions Every Day
- Block Time for Prospecting First
- Treat Your 90-Minuted Blocks Just Like a Sales Call
- Prioritize Opportunity Creation
- Avoid Email Until 10:30am
- Hyper Schedule
- Use a Tight Set of Filters
- Measure Results by Sales Outcomes

The Model Sales Week (28 min)

Time blocking strategy. Dedicating specific blocks for prospecting, nurture, admin, and personal development to ensure consistency.

COURSE CONTENT

- How to Open a Sales Call
- Prospecting
- Face to Face Sales Calls
- Nurture Your Dream Clients
- Blocking Time
  - Sales Call Prep
  - Follow-Up Activities
  - Email and Voicemail
- Updating Your Sales Force Automation
- Blocking Time for Your Personal Development

TALK TRACKS FOR SALES REPS

Selling In a Tough Environment (15 min)

Tone-appropriate scripts for selling during tough times, acknowledging challenges while offering help.

COURSE CONTENT

- Mindset
- How to Sell in a Crisis
- Now Isn't a Good Time
- How Dare You Call Me
- Theories and Value Propositions

Handling Objections (27 min)

How to identify the root cause and resolve the client's real concern.

COURSE CONTENT

- Prospecting Objections
  - Can You Send Me Information?
  - I Don't Have Time to Meet with You Right Now
  - We're Happy with Our Current Provider
- Product Objections
  - I Don't See How This Can Help Me
  - You Don't Offer Feature X
  - We're Going To Go with the Industry Standard
- Pricing Objections
  - Your Competitors All Have a Lower Price than You
  - You'll Need to Sharpen Your Pencil
- Personal Fears
  - I Cannot Afford to Fail
  - I Am Not Sure Right Now
- Direct Challenges
  - I Don't Believe You Can Do What You Say
  - I've Never Heard of You
- Process Objections
  - I'll be the Only Person You Need to Meet with
  - I Need to Run This Past My Boss

Prospecting for Sales Reps (33 min)

The essential scripts for getting the first meeting. Includes handling "Send me info," "I'm busy," and calling C-levels.

COURSE CONTENT

- Gaining the First Appointment
- The Trading Value Rule
- The Two Objections Rule
- Always Ask Again for the Commitment
- Is Now a Good Time?
- Address the Real Concern, Not the Objection
- I'm Not Asking You to Change Partners
- I Promise It's 20 Minutes
- You Have Two Minutes
- I'm More Than Happy to Email You Information
- Can I Share Something with You?
- I'm More Than Happy to Contact Your Procurement Department
- I'm More Than Happy to Call Your Corporate Office
- How to Call a C-Level Executive

Prospecting - Voicemail for Sales Reps (12 min)

Scripts for leaving effective voicemails that get callbacks, focusing on promising value rather than pitching products.

COURSE CONTENT

- Getting the Callback
- Promising Value
- Let Me Talk to the Person I Should Be Speaking With
- No Ask Voicemail
- Sending a Calendar Invite
- Having a Personality

Challenges (8 min)

Responses to hard stops like "No one can do that," "We need to spend less," or "Why you?"

COURSE CONTENT

- How to Respond to
  - "My Business is Different"
  - "No One Can Do That"
  - "We Need to Spend Less Money"
  - "Why Should I Buy From You?"

Qualification and Disqualification for Sales Reps (6 min)

Questions to determine budget availability and the courage to disqualify clients who aren't a good fit.

COURSE CONTENT

- How to Ask Clients What They Spend In Your Category
- How to Disqualify a Prospective Client You Can't Serve
- How to Walk Away From a Bad Deal

Sales Calls for Sales Reps (13 min)

Miscellaneous tactics: poisoning the well (strategically), introducing managers, and handling "I don't know."

COURSE CONTENT

- What to do When You Don't Know an Answer
- How to Poison the Well for Your Competitors
- How to Ask Your Senior Leadership to Engage in a Deal With You
- How to Introduce Your Sales Manager When They're an Observer
- How to Introduce Your Sales Manager When They Are an Active Participant
- How to Introduce a Subject Matter Expert on a Sales Call
- What to do When You Are Running Late for a Meeting

Post Sales Activities (8 min)

Follow-up etiquette, asking for a "do-over" if a call went wrong, and introducing other team members..

COURSE CONTENT

- How to Ask for a Do-Over After a Bad Call
- What to Say on an Email After Your First Visit
- How to Introduce a Client Reference
- How to Handoff a Client to Your Operations Team

Opening and Closing Meetings for Sales Reps (26 min)

Bookends for calls. How to start and end Consensus, Discovery, Negotiation, and Presentation calls effectively.

COURSE CONTENT

- How to Open an Executive Briefing
- How to Close an Executive Briefing
- How to Open a Discovery Call
- How to Close a Discovery Call
- How to Open a Consensus Call
- How to Close a Consensus Call
- How to Open a Presentation and Proposal
- How to Close a Presentation and Proposal
- How to Open a Negotiation Call
- How to Close a Negotiation Call

Competitor Issues for Sales Reps (6 min)

Talk tracks for differentiating from rivals without bashing them. Focuses on articulating value differences.

COURSE CONTENT

- Fundamentals: Addressing Competitors 1
- Fundamentals: Addressing Competitors 2
- What Makes You Different Than Your Competitors?

Powerful Questions for Sales Reps (23 min)

Powerful questions to advance the sale, including asking for access to stakeholders, executive sponsors, and controlling presentation order.

COURSE CONTENT

- How to Elicit Your Buyer's Process
- Who is on the Buyer's Committee?
- How to Ask for Access to the Stakeholders or Buying Committee
- How to Ask for an Executive Sponsor
- How to Ask to Go First in a Presentation
- How to Ask to Go Last in a Presentation
- An Objection to the Commitment to Collaborate
- An Objection to the Commitment to Build Consensus
- An Objection to the Commitment to Review Your Proposal
- An Objection to the Commitment to Resolve Concerns
- How to Respond to Non-Commitments

Buyer Process Stalls (5 min)

Scripts for when a deal stops moving, including how to multi-thread (go around a contact) and handle legal delays.

COURSE CONTENT

- Moving the Deal Forward
- The Contract is Still in Our Legal Department
- How to Go Around Your Main Contact by Having Someone in Your Leadership Team Call Their Leadership Team

Stalled Deals - When Clients Go Dark (12 min)

How to re-engage a ghosting client using empathy ("I'm concerned about you") and value-add follow-ups.

COURSE CONTENT

- Choosing the Right Medium
- Never Stop Working on Your Client's Behalf
- Calling to Get Your Initiative Back on Track
- I am Concerned About You
- Who On Your Team Should I Work With?
- How to Re-Engage a Stalled Client or Prospect
- Moving the Deal Forward
- The Contract is Still in Our Legal Department
- How to Go Around Your Main Contact by Having Someone in Your Leadership Team Call Their Leadership Team

Price Objections for Sales Reps (15 min)

Detailed responses to "Sharpen your pencil," "Too expensive," and "Competitor is cheaper."

COURSE CONTENT

- Can You Give Me a Better Deal?
- I am Going to Need You to Sharpen Your Pencil
- I Can Get This Cheaper Somewhere Else
- I am Going to Need You to Work With My Purchasing Department
- I Need Your Best and Final Price
- We Don't Have the Money to Pay More
- Your Price is Higher Than Your Competitors
- Why is Your Price So Much Higher Than Your Competitors?
- Your Price is Way Higher Than We Pay Now

Negotiation - Talk Tracks (4 min)

Specific language to ensure you are the selected vendor before negotiating price, and ensuring you only negotiate once.

COURSE CONTENT

- How to Ensure You've Been Selected Before You Start Negotiating
- How to Ensure You Negotiate Once

Client Communication (21 min)

Scripts for difficult conversations: price increases, service failures, delegating issues, and resetting strained relationships.

COURSE CONTENT

- How to Communicate a Service Failure
- How to Communicate a Price Increase
- How to Handle a Client Issue When You Get the Call
- How to Delegate a Client Issue When You Get the Call
- How to Take Responsibility Without Blaming Your Team
- How to Follow-Up on a Client Issue That's Been Resolved
- How to Follow-Up on a Client Issue That's Not Been Resolved
- How to Re-Negotiate Your Commitments with a Client
- How to Reset a Relationship

Lost Deals (6 min)

How to gracefully handle a loss, ask for feedback ("Why did we lose?"), and set the stage for future re-engagement.

COURSE CONTENT

- What to Say to a Prospect When You Lose a Deal
- How to Ask Why You Lost a Deal
- How to Follow Up on a Lost Deal at the 90-day Mark

Language for Mindset (3 min)

Scripts for handling internal or external negativity, including clients who want to discuss politics or negative co-workers.

COURSE CONTENT

- How to Deal with a Negative Co-Worker
- How to Deal with a Client Who Wants to Share Their Politics With You

LIVE TRAINING FOR SALES REPS • ARCHIVED RECORDINGS

How to Use Insights to Create and Win Deals (1 hr)

Become One-Up and learn to use your industry expertise to create a paradigm shift for your client.

L4VC (1 hr)

A framework for understanding how much value you create in the sales conversation and how to create more value for your clients.

Building Insights & Executive Briefing (1 hr)

How to generate insights and present them to your prospects in a way that's valuable to them.

Closing & Gaining Commitments (1 hr)

How to leverage the 10 commitments that drive sales.

Consultative Prospecting (50 min)

An easier and more comfortable approach to acquiring meetings with your prospects and target accounts.

Handling Objections (1 hr)

How to identify the different types of objections your clients give you with a method for recognizing the real concern you need to resolve to help your client take the next step.

Advanced Discovery (1 hr)

A modern approach to discovery focused on leading the client to discover something about themselves.

Advanced Power Questions (53 min)

The best ways to ask the most useful questions for gaining commitments and uncovering information.

Triangulation Strategy (1 hr)

Using your business acumen to explain completive models and position yourself as an industry expert.

Stakeholders & Building Consensus (1 hr)

A practical methodology for building consensus and gaining access to stakeholders within your client's company, creating a preference to buy from you, as well as your solution.

Negotiation (1 hr)

Every concession you make means less money to invest in producing the results your client's need. Protecting your margin is how you deliver flawless execution and grow and retain your clients.

Value Creation (1 hr)

A comprehensive overview of the modern sales approach including frameworks and talk tracks.

Presentation & Proposals (49 min)

A framework for guiding your client from their current state to a future where they achieve their strategic outcomes.

BOOK COURSES

THE ONLY BEST SELLING BOOK-BASED VIRTUAL SALES TRAINING YOU'LL EVER NEED.

The Only Sales Guide You'll Ever Need (1hr 16 min)

Covers the critical mindset and skillset attributes of top 1% sellers, including self-discipline, business acumen, and the ability to diagnose client problems.

COURSE CONTENT

- Self Discipline
- Optimism
- Caring
- Competitiveness
- Resourcefulness
- Initiative
- Persistence
- Communication
- Accountability
- Closing
- Prospecting
- Story Telling
- Diagnosing
- Negotiating
- Business Acumen
- Change Management
- Leadership

The Lost Art of Closing (41 min)

Closing isn't one event at the end, but a series of 10 incremental commitments made throughout the sales conversation.

COURSE CONTENT

- The Commitment for Time
- The Commitment to Explore
- The Commitment to Change
- The Commitment to Collaborate
- The Commitment to Build Consensus
- The Commitment to Invest
- The Commitment to Review
- The Commitment to Resolve Concerns
- The Commitment to Decide
- The Commitment to Execute

Eat Their Lunch (34 min)

A course on competitive displacement. How to win clients away from your competition by targeting their dissatisfaction and leading with greater value.

COURSE CONTENT

- You Are the Value Proposition
- Capturing Mindshare
- Creating an Opening Through Nurture Campaigns and Pursuit Plans
- Prospecting with the Intention of Displacement
- Helping Dream Clients Discover Something About Themselves
- Creating Opportunities

Thank You!

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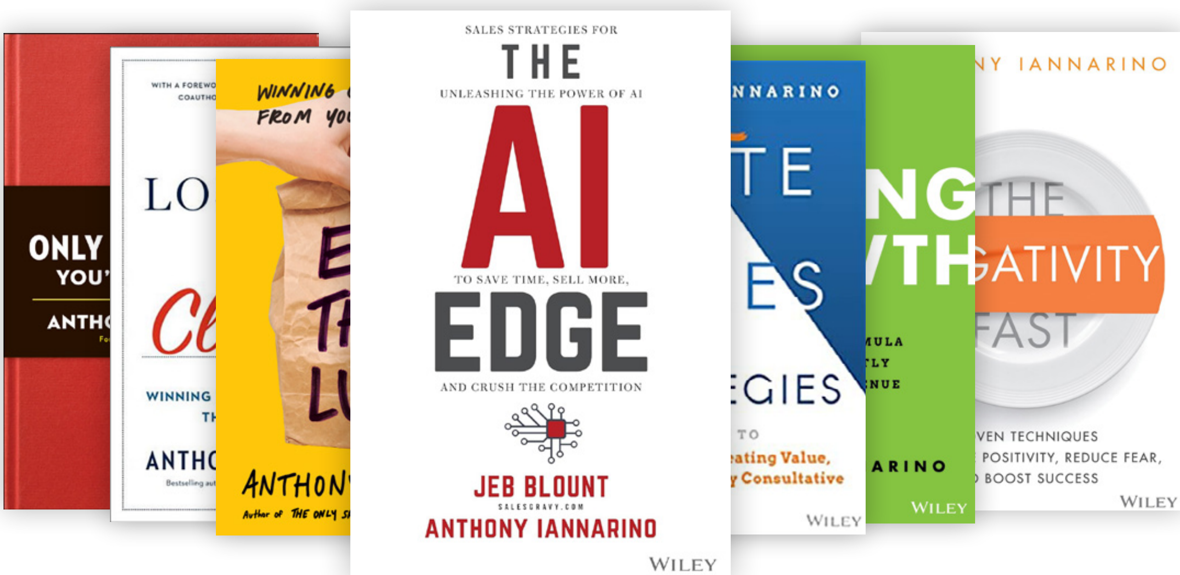

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