
Sample 20-Session Training Outline

Session 1: *The 8 Keys to Unlock Professional Selling Success* (Foundations of Selling)

1. Becoming a Master Prospector
2. Building Unshakeable Rapport
3. Uncovering Needs, Issues & Pains
4. Delivering a Persuasive Presentation
5. Overcoming Objections with Class
6. "Weak Closers Have Skinny Kids"
7. Following Up Effectively
8. Creating a Stream of Qualified Referrals

Session 2: Time Leveragemet

- The Time Management Myth
- "Big Rocks" vs. "Sand in Uncomfortable Places"
- First Things First: The Urgent/Important Matrix (Proactive Foundation)
- How to Leverage Time
- Territory & Priority Management

Session 3: How to Charge Higher Prices – Part 1

- The Value Triangle
- The High Cost of Low Price
"Price cutting is the first retreat of the inexperienced, the ignorant, and the lazy salesperson." – Scott Sorrell
- The Inverse Relationship of Price & Cost
- Building Perceived Value
- Creating Deficit & Demand

Session 4: Success Disciplines of Top Professionals

- The Mental Game
- Daily Preparation & Planning
- SMART Goals
- "Take Care of Your Numbers"
- Automated Contact

Session 5: Negotiating to Win (Professional Techniques)

- The Flinch
- Repackaging
- Overstating Your Demands
- Bracketing
- Using Time Pressure
- Trading Logical for Emotional Victories
- The Walkaway Number

Session 6: How to Outsell the Competition

- Acquiring Competitive Intelligence
- Using Competitive Intelligence
- "Killer Questions"
- Market Positioning

Session 7: How to Charge Higher Prices – Part 2

- The "Bear Trap" Close
- Fire Lowball Larry
- Be a Consultant, Not a Salesperson
- Become a "Value Add"
- Tales = Sales

Session 8: Nailing the Customer Interview

- Research & Pre-Call Planning
- Sharing the Agenda
- Asking Brilliant Questions
- Giving Prospects the Illusion of Control
- Managing Customer Expectations
- Closing on Every Call

Session 9: ROI Prospecting

- Personal Marketing Strategy
- Targeting Secrets
- Customer Profiling & Predictive Modeling
- Networking & Tapping Hidden Spheres of Influence
- Crafting Your Elevator Speech
- Major Account Penetration Strategy
- Pipeline Management Systems

Session 10: USP – Unique Selling Proposition

- Marketplace Commoditization
- Critical Differentiation
- Market Positioning
- Creating TOMA

Session 11: Non-Verbal Communication – *Secrets of Quick Connection*

- Personality Types
- Reading Your Customers
- Neuro-Linguistic Programming
- Mirroring & Matching
- Postures & Gestures

Session 12: How to Charge Higher Prices – Part 3

- Quantify the ROI
- Be Worth More
- “BLEND” with the Prospect
- Find a Sponsor or Champion
- Delay Price Discussion

Session 13: Qualifying & Disqualifying

- “The Quality of Your Questions”
- Follow-up Questions
- Bellwether Qualifiers
- Generating Referrals from DQs
- The “DQ Dash”

**Session 14: The Power of Persuasion –
*How to Master the Art of Influence***

- Intersection of Logic & Emotion
- Foundation: WIIFM
- Door in the Face
- Tie Downs
- YES Momentum
- Alternate Choice
- Farming
- Reciprocity

Session 15: How to Inspire Immediate Action

- Create a Sense of Urgency
- Pump Up the Pain
- Sell the “HARM”
- The Takeaway Close
- Create Fear of Loss

Session 16: Referral Business – The Easiest Sale You’ll Make

- Clone Your Best Customers
- Increase the Closing Ratio
- Shorten the Sales Cycle
- Boost the Invoice Total
- How to Ask: Scripting
- Bonus TPT

Session 17: Overcoming Objections – The Secret 7

1. Hear It Out
2. Feed It Back
3. Question It
4. Isolate It
5. Answer It
6. Confirm It’s Answered
7. Regain Control

Session 18: Setting Up the Close for a YES
(Weak Closers Have Skinny Kids)

- The Decision Process
- The Buying Cycle
- Decision Makers vs. Decision Influencers
- Trial Closing
- Assumptive & Ownership Language
- Telling vs. Asking
- Selling the Committee

Session 19: Mastering Telephone Sales

- Phone Etiquette
- Overcoming Call Reluctance
- Outbound Success Habits
- Getting Past Gatekeepers
- Inbound Calls: From Order Taking to *Order Making*
- Scripting
- Q-Tips (Trailing Questions)

Session 20: Customer Retention & Growth

- The Cost of Not Following Up
- Creating Reasons to Call
- Maximizing Customer Touch
- Automation: Drip System
- Increasing Customer Share
- Upselling, Cross-selling & Add-ons
- Linked Acquisition Strategy