



## Salesforce communications training

Starting C-suite discussions using “Spark Selling” methodology

Sellers become self-aware of how current practices are preventing success. Next, they act on what they've learned is a better way to communicate. Training **occurs over 6 months**. This ensures near-term results *and* new skills become habitual. Engagements involve **on-site, online training & group coaching**. One-on-one coaching is also available.

### **The Reframe: The truth about prospecting**

Sellers leave this training with:

- Insights: How our “sell” biases sabotage us & how to facilitate buyer change instead
- Know-how: Conversation-starting techniques being used by top producers
- Awareness: Why current behavior is preventing success *and what to do instead*
- Motivation: To start conversations by needing the sale less (avoid rushing it)

### **The Plan: Outreach strategy & targeting workshops**

Sellers leave workshops with:

- An effective Targeted and/or Tailored (one-to-one) email strategy
- Tactics: To research & secure insights needed to provoke C-level discussions
- A question-based methodology that initiates conversations with decision-makers

### **The Message: Attention-grabber clinic workshops**

Sellers leave collaborative workshops with:

- Tough love critiques of their own, current (failing) prospecting techniques
- New, curiosity-based cold communications tactics to start conversations
- Specific mental triggers their prospects will respond to via phone & email
- Provocations customers are responding to lately, why & how to spark curiosity

### **The Follow-up: cadence workshops**

Sellers leave this module able to:

- Apply a follow-up email/voicemail/call cadence they believe *and* find motivation in
- Start email & phone conversations with prospects' using mental triggers
- Rely less on LinkedIn InMail and email (alone) to get the job done

This communications training & coaching gives reps everything needed to embrace prospecting:

- a better way to start C-level conversations via an effective research method
- a set of mental trigger tactics to spark curiosity of targets
- stronger communications habits that work across email, phone, social