JB SALES

Filling the Funnel

Proven training for driven sales teams, optimized for remote delivery and immediate results.

We’ve trained thousands of sales professionals spanning hundreds of companies, many of which are the fastest growing technology companies in the world. Our Signature programs are designed to give you and your sales team the structure, tools and techniques they need to drive immediate results while positioning them for long term success.

> **The JB Sales team continually find ways to adapt and adjust prospecting tactics and strategies to stay relevant and successful in changing times and environments.**
>
> Executive
>
> Gigamon

> **The high-integrity, ultra-logical approach to prospecting, selling and negotiating the close stands out from the crowd by a mile.**
>
> Executive
>
> ca technologies

Our Courses

Filling the Funnel

This program is meant for anyone who is responsible for generating qualified meetings with target accounts. The main focus is outbound prospecting into new accounts but the program is also relevant to teams who deal with inbound leads and also ones who need to get more business from existing accounts.

Course Details:

SETTING THE STAGE

- The Death of the Average Sales Rep
- Context over content
- The Science vs the Art of Sales

GOAL SETTING

- Setting SMART goals
- Know your success equation
- Executing the equation

FUNDAMENTAL PROCESS

- The fundamental process of Sales - AIDA
- Applying the AIDA framework
- Sales approach assessment

YOUR IDEAL CUSTOMER PROFILE

- The details of account segmentation and prioritization
- Your tailored, targeted and templated approaches to each segment
- Tools and resources to use in uncovering demographic information

KNOW YOUR PERSONAS

- The Power Line and pros/cons of top-down versus bottom-up approach
- What personas you should be focusing on and why
- Determining the current top priorities/challenges for your personas

RESEARCH AND REACH OUT

- Identifying the triggers that align with your solution
- Efficient research to find the triggers/reason to reach out to your accounts
- Tools and resources to use in increasing efficiency to obtain triggers

DEVELOPING THE MESSAGE

- Characteristics of effective 'Attention Grabbers' that earn interest in the first 5-15 seconds
- A specific messaging formula to generate sales ready messaging (Attention-Grabbers)
- Exercise: Develop Attention-Grabbing statements using the messaging formula. Submit for review and feedback.

CREATING IMPACT QUESTIONS

- Understanding the Sales role in prospecting
- Overview of various question types and when to use them
- Creating impact questions that align with current priorities/challenges of your prospects

DELIVERING YOUR MESSAGE (PHONE)

- Role of the phone in your contact strategy
- The difference between weak and powerful introductions
- Breaking through the noise with calls and voicemails that get a response using the "Winning Call"
- LinkedIn voicemails and video calls
- Exercise: Develop a structured Winning Call phone script to one of your Tier1 Accounts

DELIVERING YOUR MESSAGE (EMAIL)

- The optimal amount of personalization in an e-mail
- The "AIDA" e-mail approach
- E-mail examples and templates
- Exercise: Develop an AIDA e-mail to one of your Tier1 Accounts

IMPLEMENT YOUR CONTACT STRATEGY & STRUCTURE YOUR APPROACH

- The optimal contact strategy
- Structuring your tailored and targeted approach in your contact strategy
- Leveraging social media

BUILDING YOUR PERSONAL BRAND

- Why building your personal brand is so important
- The key to authentic brand building
- Sharing content with context

Certification

We have partnered with Credly to translate the learning outcomes your team has demonstrated into a badge, issued and managed by JB Sales. The technology is based on the Open Badge Standards maintained by IMS Global. This enables you to manage, share and verify your team's competencies digitally.

Delivery Options

Live Remote

What You Get:

- (3) two-hour live remote sessions within 1-2 weeks for up to 30 participants
- Pre-session kick off call with leadership for customization
- Review of exercise homework and feedback
- 30-Day access to the online version of the training program purchased for attendees of the live remote session
- Access to Premium Resource Library
- One-hour follow up call with Customer Success for reinforcement
- Testing and certification

Online Portal

Our online portal platform includes all of the content from the JB Sales ‘Filling the Funnel,’ ‘Driving to Close’ and ‘Driving Results for Customer Success’ training programs in pre-recorded video format to help address onboarding, reinforcement and coaching.

What You Get:

- Core training content pre-recorded videos vary in length from 3-10 minutes for each module
- Actionable exercises for each module that focus on real-world scenarios that can be applied immediately after the training
- Can be consumed via self-direction or group-led
- Includes testing and certification
- Includes 1-hour kickoff call and 1-hour wrap up call

Reinforcement Plan

Pre-Training (Managers)

Up to 30 days prior to the training session all managers will be set up on the JB Sales online training portal with access to the content associated with the training to review content, exercises and manager's guide.

2 weeks prior to the training session a call will be scheduled with managers to review feedback, answer questions, and discuss reinforcement, tracking and expectations for the team post-training.

Pre-Training (Sales Team)

1 day prior to the training session the Sales Team will receive an e-mail to register for the training which will give them exclusive access to:

- Resource page with supporting materials
- Weekly e-mail blog that provides tips and topics specific to the training

Post-Training (Managers)

Managers will have access to the JB Sales online training portal 30 days post-training to assist with the adoption, reinforcement and coaching of the content.

1 week post-training a call will be scheduled with the managers to discuss feedback from the team and coaching needs.

Post-Training (Sales Team)

- Weekly e-mail blog with tips and content specific to training
- A one-hour remote meeting scheduled with the team 30 days post-training for Q&A and refresher on content.
- Direct access to JB Sales trainers through social channels like Instagram and Linkedin

Questions?

Please contact us at jbarrows.com/for-teams