SALES

Driving to Close

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.

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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®

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

Executive

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Our Courses

Driving to Close

This program is meant for anyone who is responsible for full-cycle sales for both new and existing accounts. It provides a framework and structure that any sales executive can use to more efficiently manage clients through the sales and/or renewal process.

Course Details:

OBJECTIVE NEGOTIATIONS

- What it really means to negotiate
- The Rule of Reciprocity versus Quid Pro Quo
- The objective components of the buying and selling process
- Creating a common language with your prospect, management and partners
- Objectively assess the true "health" of any deal
- Establish and maintain control throughout the entire sales process
- Ensure accurate forecasts based upon measurable prospect actions
- Exercise: Build your Give/Get Scorecard

MEETING THE CHALLENGE

- The main challenges of meetings
- Your meeting preparation checklist
- Confirming and controlling meetings
- Follow up to align expectations, gain commitment and earn respect

THE IMPACT OF QUESTIONS

- Aligning your questions to your different personas
- The 3-4 problem oriented topics to focus on
- The different types of questions and when and how to use them
- Exercise: Create your impact questions segmented by persona

EXPECT THE OBJECTION

- Your common objections
- Knowledge is power and preparation is key
- How and when to use specific objection handling techniques

KNOW WHEN TO CLOSE

- Why closing is difficult
- The different type of closing styles and the pros and cons of each
- How and when to use the different closing techniques

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

Virtual Instructor Led Training (VILT)

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
- 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' and 'Driving to Close' 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
- The Scorecard Application (details below)
- Can be consumed via self-direction or group-led
- Includes testing and certification
- Includes 1-hour kickoff call and 1 hour wrap up call

Onsite Training

What You Get:

- Training content delivered in person at Client location over 1 business day
- Pre-session kickoff call with leadership for customization/personalization
- Live application of real-world exercises and feedback
- 30-day post-training access to online version of the training program purchased for attendees of the onsite session
- Access to premium resource library
- One-hour follow up call with Customer Success
- Certification
- *Travel & living expenses are not included in pricing and will be billed separately*

Reinforcement Plan

Pre-Training (Managers)

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)

2 weeks 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
- Facebook Group moderated by JB Sales team and a community of over 2000 sales professionals sharing ideas and helping each other excel

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
- FB group for direct access to the JB Sales team and other sales professionals who have gone
- Through the training and are looking to improve and help each other
- 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, Linkedin and Facebook

Additional Options

Scorecard App

The Scorecard Application supports the adoption and reinforcement of the 'Objective Negotiation' module of the Driving to Close training program.

It includes:

- Managed application on the Salesforce AppExchange
- Installed as an object in the Opportunity field in your Salesforce instance (Professional or Enterprise editions)
- Multiple Scorecard Templates can be set up to account for different types of deals, industry, or other deal differentiators within your organization.
- Deal 'scores' can be added to existing forecast reports to help identify the objective health of an opportunity
- Pricing: $5000

Questions?

Please contact us at jbarrows.com/for-teams