

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



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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



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
- Manager access to OnDemand Membership for 60 days (up to 5 managers)
- Access to Premium Resource Library
- One-hour follow up call with Customer Success for reinforcement
- Testing and certification

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
- Manager access to OnDemand Membership for 60 days (up to 5 managers)
- 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 OnDemand Membership 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.

Post-Training (Managers)

Managers will have access to the JB Sales OnDemand Membership 60 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

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

Questions?

Please contact us at jbarrows.com/for-teams