

# 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.

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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

# 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
- Know Your Success Equation
- The fundamental process of Sales – AIDA

#### **DEFINE YOUR TARGET**

- The details of account segmentation and prioritization
- Your tailored, targeted and templated approaches to each segment

#### **TARGET YOUR RESEARCH**

- Identifying the triggers that align with your solution
- Efficient research to find the triggers/reason to reach out to your accounts

#### **KNOW YOUR PERSONAS**

- The Power Line and pros/cons of top-down versus bottom-up approach
- Understanding the current top priorities and challenges of the executives you reach out to so you can speak their language

#### **DEVELOPING THE MESSAGE**

- Characteristics of effective ‘Attention Grabbers’ that earn interest in the first 5-15 seconds
- A messaging formula to generate multiple Attention-Grabbing statements
- [Exercise: Develop Attention-Grabbing statements using the messaging formula. Submit for review and feedback.](#)

#### **DELIVERING YOUR MESSAGE (EMAIL)**

- The optimal amount of personalization in an e-mail
- The “AIDA” e-mail approach
- E-mail examples and templates

## (Filling the Funnel Continued)

### **DELIVERING YOUR MESSAGE (PHONE)**

- The difference between weak and powerful introductions over the phone
- Breaking through the noise with calls and voicemails that get a response using the “Winning Call”
- LinkedIn voicemails and video calls
- [Exercise: Develop an AIDA e-mail to one of your Tier1 Accounts](#)

### **LEVERAGE SOCIAL**

- Leveraging social listening tools and to get alerts on triggers for your Tier1 accounts
- What to look for and how to look for it
- Creating your morning routine

### **BUILDING YOUR PERSONAL BRAND**

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

### **IMPLEMENT YOUR CONTACT STRATEGY & STRUCTURE YOUR APPROACH**

- The optimal contact strategy
- Structuring your ‘tailored’ approach to your Tier1 accounts
- Setting up your morning routine
- Owning your calendar

# 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

**Questions?**

Please contact us at [jbarrows.com/for-teams](https://jbarrows.com/for-teams)