

Sales Training Course Syllabus

To get an edge on the competition and make a lasting impression, sellers must find unique ways to provide value in their customer's buying journey.

This could mean offering perspectives that expand options previously unavailable for buyers or simply building trust by presenting credible facts and experiences. At its core is creating meaningful opportunities for both seller and buyer — and standing out from the crowd.

The Menemsha Group sales training program presents the fundamental and advanced selling skills needed to garner the attention of today's empowered buyers. Our sales methodology is rooted in the belief that in order to create value for the customer, one must first understand how customers think and how and why customers buy.



174 Training Videos



100+ Quiz Questions



49 Training Hours



59 Missions



77 Job Aids

Maximizing Sales Results



12 Videos



2 Missions



2.5 Hours

Instead of focusing exclusively on increasing sales activity as the only means for success, sales professionals need to work on achieving better results from the time and effort they're already investing. Participants will learn the key performance indicators (KPIs) to track, measure, and manage for improving sales effectiveness and optimizing sales results.

Sales Process: How and Why Customers Buy



12 Videos



2 Missions



2.5 Hours

To stay in alignment with their buyers, accelerate the sales cycle, improve sales win rates, and intelligently position their solution, salespeople must first understand how customers think and how and why they buy. Learn how corporate buyers evaluate sales professionals, including the major decisions every buyer must make before making a final decision.

Buyer Personas for Consultative Selling



5 Videos



1 Missions



2.5 Hours

In this advanced course, learn how to engage buyers in a consultative conversation. This includes how to personalize their messaging to the different buyer persona types, the relevant and thought-provoking questions to ask of each unique buyer persona to engage in strategic dialogue, and the data points, insights, and fresh ideas they should be sharing with each unique buyer persona to create a memorable and engaging customer experience.

Understanding the Buyer Journey



7 Videos



4 Missions



2.5 Hours

Today's buyer is ultra-informed, ultra-educated, and ultra-empowered. By understanding the buyer's journey, salespeople can engage in more relevant and valuable conversations with their buyers. Provide prospective clients with the content and messaging that they need, tailored to where they're at in their buying process. Participants will learn how customers proceed through the buyer's journey, including the decisions they make and risks they assess. Also how to help buyers progress through each stage of the buyer's journey through education and positioning themselves as an authoritative thought leader.

Defining Your Target Market



7 Videos



2 Missions



3 Hours

Learn how to segment the marketplace including Enterprise, Mid-Market, and Small Cap accounts. Understand how to qualify accounts that are most likely to be successful, distinguish between high-value and low-value accounts based on our account qualification methodology, and learn the value of focusing on a niche.

Building an Impactful Value Proposition



7 Videos



2 Missions



3 Hours

This advanced course teaches staffing professionals how to build value propositions that are unique to their organization and the solutions they've delivered for their customers.

In this course, learn how your services help your customers reduce costs, increase revenue, and better utilize assets, as well as how to mathematically quantify the value you deliver for your customers. Learn how to write an effective customer case study, distill it into a value proposition, and how to incorporate your value proposition into your sales messaging.

Sales Communication Skills



7 Videos



2 Missions



3 Hours

Regain control of sales conversations, all while making the customer feel in control. Gain the skills, tactics, and behaviors to quickly and easily disarm prospects and put them at ease. Learn how to build and maintain rapport, gauge customers' reactions to the conversation, and properly convey messaging. You will be able to apply this course by intelligently positioning solution offerings and advancing sales conversations.

Sales Call Planning



9 Videos



2 Missions



3 Hours

When properly leveraged, the internet can empower sales professionals with the necessary information and knowledge to turn cold calls into warm calls. Participants will learn how to do just that. You'll also learn how to convert key data elements from a LinkedIn profile into a personalized message, what to say to quickly demonstrate credibility with cold prospects, how to structure and sequence qualifying questions, and how to prepare and anticipate objections and deliver credible rebuttals.



Introductory Connect & Qualifying Call



9 Videos



4 Missions



2 Hours

Participants of this course will learn the buyer-seller framework. Overcome the thoughts and concerns running through the mind of a prospect on the receiving end of a sales cold call, including specific scripting and messaging to effectively put prospects at ease. Understand when and how to incorporate your value proposition and apply the skills of checking, prefacing, and flipping to maintain control of the conversation — all while making the customer feel in control. Sellers also learn when and how to ask for a face-to-face sales meeting.

Objection Handling



9 Videos



5 Missions



3 Hours

Sellers will develop the skills they need to engage customers in a diagnostic-based dialogue to more effectively position the value of their solution. Learn objection prevention (common statements and phrases to avoid that create objections), our four-step objection resolution model, how to execute each step, and how to intelligently position and deliver a credible rebuttal.

Lead Nurturing & Account Acquisition Campaign



12 Videos



2 Missions



2.5 Hours

Learn how to align your content and messaging with each stage of the buyer's journey. We'll teach you how to write effective lead nurturing emails and how to leave an effective lead nurturing voicemail (with templates provided). Learn how to lead and facilitate insightful sales conversations that create a valuable and memorable customer experience and accelerate your sales cycle. Plus, learn how to plan, schedule, and run a sixteen-week lead nurturing campaign.

Running the Initial Face to Face Sales Meeting



22 Videos



4 Missions



5 Hours

Create sales opportunities by influencing the prospect to put something on the top of their priority list that they hadn't otherwise been considering. Sellers will learn how to lead insightful selling sales conversations including how to speak like a thought leader, how to intelligently open, and to properly frame a business conversation. Understand how to structure and sequence questions to uncover latent pain and admitted pain, and how to follow a proven framework for summarizing and closing the sales meeting that inspires customers to commit to a next step.

Qualifying & Taking Client Job Orders



15 Videos

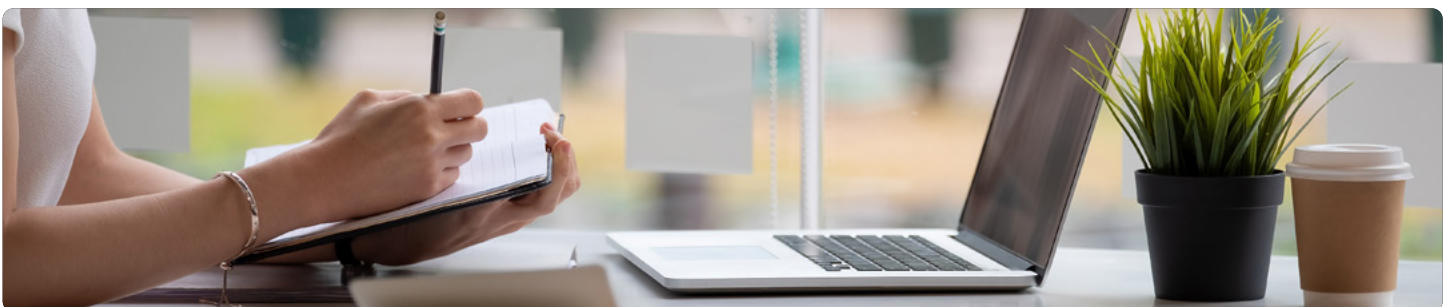


5 Missions



3.5 Hours

The stiffest competitor is not another staffing firm or candidate, but the customer leaving the status quo. In this advanced course, you will learn how to properly frame a job order intake call to establish call expectations and next steps. Understand how buying decisions are psychologically driven and what phases buyers go through on their journey, how to identify all of the key decision makers and influencers, and how to qualify the interview, hiring, decision making, and purchasing process.



Accelerating the Customer's Interview, Hiring, & Buying Process



20 Videos



7 Missions



3.5 Hours

In this advanced course, you will learn how and why applying project management principles enables salespeople to exert control over the sales cycle and accelerates the interview, hiring, and decision-making process. Learn how to apply Menemsha Group's proprietary Customer Hiring Plan for effectively managing all active job orders as a project to accelerate sales cycles and improve sales win rates. Sellers will learn when and how to schedule pre-determined interview time slots, how to compel customers to make a hiring decision off a phone or video interview, and sales negotiation strategies including sample trial closing questions.

Account Planning & Development



14 Videos



6 Missions



6 Hours

This advanced course is ideal for those managing large, key customer accounts and relationships in which the charter is to expand account market share while facing fierce competition and pricing sensitivity. Learn the value of developing and managing pain chains, developing and managing an account strategy map, how to develop and manage organizational charts, and how to develop and manage relationship strategy maps. Learn how to execute a stakeholder analysis, and how to develop and manage an account opportunity map. Menemsha Group provides all of the tools and templates.