SAGE

TRAINING BROCHURE

SELLING WITH INTEGRITY 2020

www.sage.exchange | hello@sage.exchange | +65 8201 6987

SAGE

SELLING WITH INTEGRITY

Selling With Integrity helps professionals improve the quality of their interactions as they guide clients through the buying process. Your team will learn the fundamental techniques of qualifying prospects, handling objections, negotiating, following up and closing business.

This program is designed for anyone who is responsible for developing business in new or existing accounts.

QUALIFYING YOUR PROSPECTS

In this session, we look at the evolution of sales qualification frameworks and then focus on the STAND Framework (Spend, Time, Alternatives, Need, Decision-Making) as a guide for asking questions and qualifying your prospects throughout the buyer's journey.

You'll learn:

- To qualify and disqualify prospects using the STAND Framework
- How to effectively deploy different types of questions to better understand the client's situation
- The importance of continuously re-qualifying your prospects

OBJECTION HANDLING

In this session, we explore how to better understand and overcome objections while avoiding the natural tendency toward reaction.

You'll learn:

- How to use active listening to better understand an objection
- A simple, straightforward formula for handling any objection
- How to create a template to help you anticipate and prepare for common objections

Coaching Add-On: 4-1 Objection Handling Game

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NEGOTIATING

In this session, we discuss how to negotiate successful agreements by mastering the planning process and understanding how to apply key negotiating levers in a variety of deal-making scenarios.

You'll learn:

- A process to follow when planning for a negotiation
- 3 key negotiation levers and how to apply them
- The difference between transactional and long-term approaches to negotiating

Coaching Add-On: 1-1 Role Play Scenario

FOLLOWING UP & ASKING FOR THE CLOSE

In this session, we talk about the importance of having the right mindset and approach to prospects who delay or ghost you, and the importance of virtually closing throughout the journey.

You'll learn:

- How and why you should always deliver a virtual close
- A mental approach to following up if a client ghosts

Coaching Add-On: 1-1 Role Play Scenario

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DELIVERY OPTIONS

ONSITE DELIVERY

- 4 two-hour sessions delivered over 2-4 weeks
- Small group exercises and hands-on activities
- Challenges provided after each sessions

REMOTE DELIVERY

- 4 two-hour live-streamed sessions delivered over 2-4 weeks
- Individual exercises and activities to increase engagement
- Challenges provided after each sessions

REINFORCEMENT PLAN

PRE-TRAINING (MANAGERS)

Three weeks before the training, management and SAGE will meet to review the training materials, answer questions and decide on specific learning outcomes to be emphasized during the training. At this time, managers will also have the option to set their teams up with a specific prospecting campaign that they can execute throughout the duration of the training.

PRE-TRAINING (PARTICIPANTS)

Participants will be provided the training materials one week before the training. They will also be sent a pre-survey to register for the training and assess their level of experience and desired training outcomes.

POST-TRAINING (MANAGERS)

SAGE will conduct a wrap-up meeting with management to provide feedback, analysis and coaching recommendations for each participant and the group as a whole. Managers will receive a post-training resource kit to help them reinforce the training.

POST-TRAINING (PARTICIPANTS)

SAGE will conduct a 1-1 wrap-up meeting with each participant to give overall feedback, recommendations and to answer any questions about the training. Participants will also be given access to a discussion group for direct access to SAGE.

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