



Delivery Options

All our sales programs are available as on-site classroom or live virtual classroom training. Both methods include custom-tailored modules. You may also choose self-paced HD eLearning modules for asynchronous learning and reinforcement, or you may become certified to teach this program through our Train the Trainer program.

1. Taking Control of Your Workweek

- The truths of time management
- Learning to “invest” more time and “spend” less time
- The difference between the “urgent” and the “important”
- Assessing how you are currently allocating your time
- Leveraging the Sales Excellence Time Tracker

Tool: Sales Excellence Time Tracker

2. Identifying Your Highest Professional Priorities

- Establishing and ranking your professional priorities
- How your priorities determine your performance
- Distinguishing your best opportunities for investment
- Linking your activities to your highest priorities
- Identifying where to allocate more time or less time

Tool: Priorities and Activities Worksheet

3. Getting Organized Around Your Highest Priorities

- The concept of compartmentalization
- Leveraging the “Exclusive Block” of time
- Learning to use “Time Containers”
- Making time for planning and preparation
- Planning your workweek for maximum effectiveness

Tool: Weekly Planning Template

4. Advanced Task and Activity Management

- Getting your arms around ALL your tasks and activities
- Adopting a system for task and activity management
- Using your task management system consistently
- How to keep your inbox from becoming your task list
- Collecting, processing, organizing, reviewing, and doing

Tool: Advanced Task Management Template

6. Winning the Inner Game of Selling

- How your attitude determines your sales results
- Putting fear and trepidation into perspective
- Winning the battle against procrastination
- Developing confidence in what you sell
- Developing your own self-confidence

Tool: Best Practices for Winning the Inner Game of Selling

6. Maintaining Your Motivation and Focus

- Understanding where motivation comes from
- Leveraging multiple forms of external motivation
- How to tap your own internal motivation
- How focus makes you more effective in everything
- Making motivation and focus a part of every day

Tool: Daily Motivation and Focus Planner

7. Managing Your Territory and Account Base

- The foundation of time and territory planning
- Segmenting your territory and accounts
- Identifying potential within territories and accounts
- Establishing standard practices for account development
- Developing a yearly, monthly, and weekly sales plan

Tool: Yearly, Monthly, and Weekly Sales Planner

8. Planning and Tracking Your Prospecting Activity

- Minimizing the effects of the prospecting roller coaster
- Translating results goals into activity goals
- Reverse planning and sales activity planning
- Tracking your sales activity and results
- Leveraging your tracked data to drive improvement

Tool: Business Development Tracking Tool

9. Making the Most of Every Customer Interaction

- The customer interactions that move deals forward
- Turning initial conversations into meetings
- Converting meetings into engagements
- Pre-meeting (pre-call) planning and preparation
- Structuring and closing sales opportunities

Tool: Pre-Meeting (Pre-Call) Planning Tool

10. Increasing Your “Sales Capacity”

- What is “sales capacity” and how is it measured
- Using systems, tools, and processes to your advantage
- Establishing standard practices to improve efficiency
- Leveraging your internal team to help you sell more
- Mastering the fine art of delegation and team work

Tool: Leveraging Sales Resources Worksheet

11. Maximizing Return-on-Time-Invested

- Increasing your “deal count” in any period of time
- Growing your average deal size
- Accelerating the velocity of sales opportunities
- Increasing your “pipeline turns” to maximize throughput
- Improving your sales win-rate and forecast accuracy

Tool: Maximizing Pipeline Performance Worksheet

12. Time Management Secrets of Top Performers

- Leverage the time that other salespeople waste
- Avoid the most time-consuming behaviors
- Learn how to protect yourself from time stealers
- Develop the attitude of a “master of your time”
- Invest in your own professional development

Tool: Twelve Best-Kept Secrets of Time Management