

Sales Effectiveness Training Program Outline for ingenious

Session 1: Lead Generation & Prospecting (1.5 hours)

1. Cold Calling Strategies

- Preparing for calls: Research and scripting.
- Overcoming objections with confidence.

2. Effective Email Outreach

- Writing compelling subject lines and email content.
- Personalization techniques for higher response rates.

3. Account-Based Marketing (ABM)

- Identifying target accounts and stakeholders.
 - Crafting tailored messages to address specific needs.
-

Session 2: Sales Techniques (1.5 hours)

1. SPIN Selling Framework

- Understanding Situation, Problem, Implication, and Need-Payoff questions.
- Applying SPIN to uncover deeper client needs.

2. Solution Selling

- Aligning product features with customer pain points.
- Demonstrating value through tailored solutions.

3. Negotiation Strategies

- Preparing for successful negotiations.
 - Closing deals while maintaining long-term relationships.
-

Session 3: Customer Relationship Management (CRM) (1.5 hours)

1. Retention Strategies

- Creating touchpoints to maintain engagement.
- Addressing customer concerns proactively.

2. Upselling and Cross-Selling

- Identifying opportunities to increase account value.
- Tactful communication for additional offerings.

3. Relationship Building

- Establishing trust through consistent follow-ups.
 - Customizing interactions to build loyalty.
-

Session 4: Productivity & Time Management (1.5 hours)

1. Task Prioritization

- Using tools like Eisenhower Matrix to focus on impactful activities.
- Managing competing priorities in a dynamic sales environment.

2. Sales Pipeline Management

- Tracking leads through CRM effectively.
- Setting realistic goals and milestones.

3. Daily Productivity Hacks

- Streamlining routine activities with automation tools.
- Maintaining momentum through effective time blocking.