

PowerSales

22h · Global experts · 15-min lessons

*The program that will turn your sales force **into the best sales team in the industry***

ALLIE WHITEFLEET

Product Owner at ThePower Business School

CHRIS VOSS

Ex-FBI hostage negotiator and one of the world's leading communication experts

AARON ROSS

Former Sales Director at Salesforce and author of *Predictable Revenue*, the sales bible of Silicon Valley





Why have we created this program?

*"Because even though there are hundreds of sales courses and trainings available, **most sales teams lack methodology and have a lot of room for growth.** They are failing to generate millions of euros for their organizations!"*

-Borja Adanero, co-founder & co-CEO at ThePower Business School

Syllabus

MODULE 1

Lead the sales process

Leading the customer throughout the sales process is essential to shorten cycle times and increase the conversion rate. And it all starts by creating a clear, simple process that you have to follow step by step until closing the sale.

- Selling is a process: basic steps
- Measure conversions
- Make sure that you consistently build your pipeline
- Mistakes that make the sales cycle longer
- Ask for "micro-commitments"
- Close each meeting with the next step
- Define a clear and closed agenda for each meeting
- Create a Customer Journey Map
- Mutual action plan

MODULE 2

Targeting & Qualification

The sales process starts by identifying which customers we are going to target; something that has a direct impact on your metrics and ROI. In this module we will discuss different segmentation strategies, as well as tools to qualify customers.

- Focus on your ideal customer
- Focus on a niche
- Focus on those who aren't looking
- Qualification frameworks

MODULE 3

Prospecting

The prospecting phase is one of the most complicated phases of the sale since we are addressing potential customers who don't know us yet in order to pique their interest.

- Don't underestimate cold-calling
- A framework to structure your calls
- Understand the main objections in the prospecting phase
- The prospecting channels
- Sequences and channels

MODULE 4

Authority and Credibility

Traditionally, salespeople have been told that they have to empathize, create a relationship with the customer... but the reality is that to be an excellent salesperson you have to go much further. You have to show them that you are the one who understands them best and that you are an expert in their area.

- Creating connection and credibility
- Anticipate their problems
- The four dimensions of a problem
- Develop your own vision, values...
- Challenge their assumptions
- Don't become their "puppy"

MODULE 5

Creating an emotional connection: Empathy

Showing that you care about them is not enough... REALLY CARE. In this module we learn from Chris Voss a series of techniques to build empathy:

- Ask them and let them speak
- Use Labels™
- Use Mirrors™
- Use Summaries™
- Generating sales through TacticalEmpathy™
- Practicing TacticalEmpathy™

MODULE 6

Creating needs

A common mistake is to sell the product from the beginning, when what you actually have to do is to make your customer see that there is a compelling reason (a problem, an opportunity...) to look for solutions and take action. And we are the solution!

- Not only problems create needs
- Don't explore their needs, create them
- Use these 3 questions to create needs
- From problems to "drivers"
- The structure of the script
- Create detachment

MODULE 7

Understanding your value proposition

How can you be able to convey a value proposition in a powerful way that generates interest? By clearly visualizing its components, its "anatomy": benefits, differentiation...

- Value Proposition Framework
- Value Equation
- Don't forget the quick wins

MODULE 8

Pitching

A great sales pitch can mean a difference of millions of dollars in terms of turnover. In this module we will cover the best techniques to create the best possible pitch:

- Elevator pitch
- Create a story with Storybrand
- Blame the "Villain".
- Anticipate their concerns
- Don't overwhelm
- Quantify the benefits: ROI & Value Selling
- Techniques to increase perceived value

MODULE 9

Managing objections

An excellent salesperson is a "master" at handling potential customer objections. In this module we will teach you the keys to achieve this.

- Understand where objections come from
- Don't fight objections (judo technique).
- Get ready to manage them (with this framework)
- Red herrings or distractions

MODULE 10

Negotiation and closing techniques

Every sale has a negotiation component to it. It's key that you learn the techniques and tools that will enable you to achieve your objectives.

- Their position and your position
- Common mistakes
- Be creative
- You are David, they are Goliath
- Optimize your first price
- Don't make one offer, make 3
- "Anchoring"
- The big close

MODULE 11

Social Selling

Social Media Networks, especially LinkedIn, have become a FUNDAMENTAL channel for sales as they allow you to connect and build relationships with decision makers. In this module you will learn how to create a network, gain authority, send the right messages, measure success, etc.

MODULE 12

Tools

In this module we will analyze the different tools that are used throughout the sales process, from basic tools such as CRM to more innovative ones such as Digital Sales Rooms where you create a space to share information with your customer.

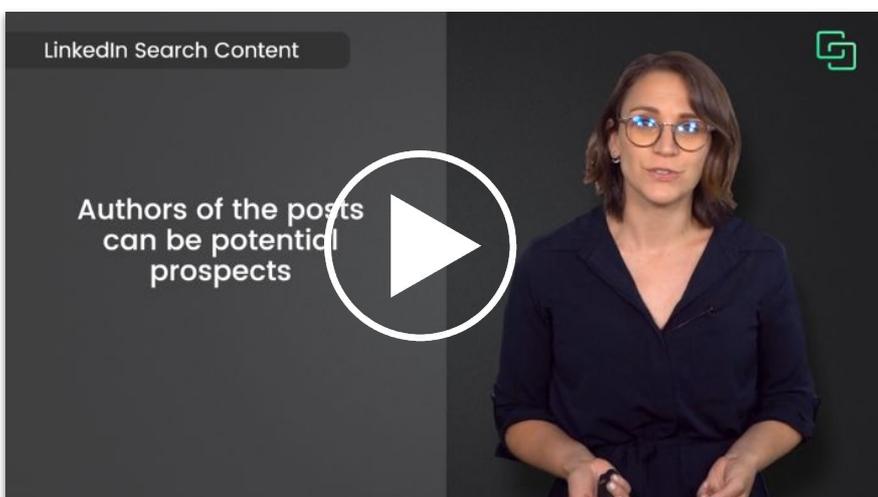
Sample classes



CLASS 1
Lead the sales process
Ask for micro-commitments



CLASS 2
Prospecting
Don't underestimate cold calling



CLASS 3
Social selling
Filters and lead search methods

Learn the negotiation and emotional intelligence techniques that will help you in any sales process (and in real life!)



CHRIS VOSS

Former FBI hostage negotiator and co-founder of The Black Swan Group

After 24 years in the FBI and dealing with more than 150 international hostage situations in Israel, the Philippines, Colombia, etc., Chris is one of the world's leading experts in negotiation, having taught at prestigious schools such as Georgetown, Harvard and Northwestern University.

Discover how to avoid one of the most common sales mistakes: selling the product before creating a need for it.



ALLIE WHITEFLEET

Product Owner at ThePower Business School

Allie has worked with EdTech startups known all around the world such as ThePower Business School and Bridge for Billions, developing the customer experience design, product strategy and product content creation alongside top business figures such as the former CMO of Airbnb, the founder of Shazam...

Any organization has to be able to take advantage of social media potential as a driver for business growth.



TIM HUGHES

CEO and Co-Founder of DLA
ignite

Tim Hughes, co-author of renowned book *"Social Selling: Techniques to Influence Buyers and Changemakers"* is one of the world's leading experts on social media as a sales channel.

Master the keys to prospecting to create an engine that will ensure a constant pipeline of opportunities.



JEB BLOUNT

CEO @ Sales Gravy, Inc

Jeb has helped thousands of organizations accelerate and escalate their sales, and is the author of one of the most recognized books in the field, *"Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling"*.

Discover the methodology behind Salesforce's success and how it has revolutionized B2B sales.



AARON ROSS

Non-Executive
Director at Cognism

Aaron Ross, led Salesforce's growth using a new methodology (Cold Calling 2.0) that allowed to reach \$100m ARR, then went on to write the best-selling *"Predictable Revenue: Turn Your Business into a Sales Machine With The US\$100 Million Best Practices of Salesforce.com"*, known as "The Silicon Valley Sales Bible".



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