

BUILDING SCALABLE INSIDE SALES



1 hour of material presentation
30 min of QA session at the end

Materials provided as **giveaways**

8 CLASSES



BUILDING SCALABLE INSIDE SALES

CLASS 1. SALES AND MARKETING

- Sales. A definition
- Sales and Marketing
- Two processes. Same funnel
- Marketing evolution
- Sales classification
- Sales direction
- Sales approaches
- Main challenges
- Is it for me?
- Takeaways

CLASS 2. INSIDE SALES IN DEPTH

- Inside sales unleashed
- Benefits and limits of inside sales
- Bullet points of the inside sales process
- Crucial role of the web site
- Numbers talk!
- CRM Software
- Big Data in CRM
- Required skills of the inside sales rep
- Inside Sales Rep compensation
- The limits. Implications for employees and employers
- The sales process is the teamwork. Theory
- The sales process is the teamwork. Practice
- Inside sale team structure
- Takeaways

CLASS 3. LEAD IN DETAIL

- What is a lead?
- Lead generation: Outbound vs. Inbound
- Lead qualification
- Lead nurturing
- A lead and a Funnel
- Lead scoring
- Lead scoring: why do we need to score a lead?
- BANTL. Is lead an opportunity?
- Lead is a customer. Now what?
- Takeaways

CLASS 4. NURTURING IN DEPTH

- Lead nurturing
- Lead nurturing tactics
- Drip marketing
- Mini-funnels
- Sales scripts
- Split tests
- Communication channels
- Do e-mails still work?
- Feedback and Quality Assurance
- Takeaways

CLASS 5. PIPELINE

- What is a pipeline?
- Pipeline vs. Bookings vs. Revenue vs. Cash. How to survive?
- Cash vs. Accrual accounting
- Gaps
- What types of the pipeline can we maintain?
- State of the opportunity
- New business and Existing business pipeline
- Direct pipeline vs. channel pipeline
- Takeaways

CLASS 6. PSYCHOLOGY OF SALES

- Purchasing behavior
- Purchasing behavior. Digging deeper
- Why do we buy in the first place?
- Customer purchase readiness
- Social justification
- Understanding your competition
- Customer personality types
- DISC. The implications
- Why support people sometimes are best sales people?
- Importance of the relationship management
- Takeaways

CLASS 7. THE CALL

- Do your homework
- On the call
- Understanding the dynamics behind purchasing
- Identifying stakeholders
- Who am I talking to?
- How to get past gatekeepers?
- How to eliminate the objections at the beginning?
- Getting the prospect to open
- Listen. Then ask. Then listen
- Getting closer to a deal
- Finishing the call
- Takeaways

CLASS 8. GO BEYOND. STRESS AND PERSONAL DEVELOPMENT

- Finding a motivation
- You did great and burnt out
- Warning Signs
- Stress, why should you care?
- Individual approaches to managing stress
- Personal development and training
- Personal development methods
- Efficiency vs. Effectiveness
- Time management
- Fears management
- A winning attitude
- Takeaways

GRAN FINAL

- 100 QA SESSION
- CERTIFICATES