

# ESSENTIAL B2B SALES TRAINING TOPICS

Ready to put your analyst hat on? For each of the sales training topics below, check the box that best reflects your current training. At the end, you'll add them up and find out what to do next.

## MY CURRENT TRAINING IS...

FOUNDATIONAL SALES BEHAVIORS: <i>ESTABLISH WHAT IT TAKES TO BE GREAT.</i>			
	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Behaviors that drive results			
Behavioral self-assessment			

PROSPECT: <i>KEEP YOUR SALES FUNNEL FULL WITH FEARLESS LEAD GENERATION AND COLD CALLING.</i>			
	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Close rate and pipeline planning			
Understanding your target buyer			
Knowing the competition			
Networking, referrals, and leads			
Identifying the decision-maker			
Creating a compelling message			
Getting past the gatekeeper			
Cold calling in person			
Cold calling over the phone			
Cold calling via email			
Leveraging social media			
Tracking activities in your CRM			
Managing your time			

DISCOVERY AND NEEDS ANALYSIS: <i>BUILD A RELATIONSHIP WITH YOUR PROSPECTS AND GET TO KNOW THEIR NEEDS.</i>			
	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Tailor your needs analysis			
Adapating and mirroring communication styles			
Open-ended and close-ended questions			
Asking relationship-building questions			
Understanding the prospect's current situation			
Listening actively and probing			
Demonstrating empathy			
Confirming and summarizing what you've heard			

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## MY CURRENT TRAINING IS...

### EDUCATE AND POSITION: DEMONSTRATE OPTIONS WHILE PROVIDING A GREAT CLIENT EXPERIENCE.

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Challenging the status quo			
Creating effective proposals			
Knowing your value proposition			
Effective presentation skills			
Practicing and getting feedback			
Establishing credibility			
Giving effective demos			
Upselling and cross-selling			
Using trial close questions			
Recognizing buying signals			
How to avoid overcommitting			

### OVERCOME OBJECTIONS AND CLOSE: REPEAT AFTER ME: AN OBJECTION IS USUALLY JUST A REQUEST FOR MORE INFORMATION.

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Positioning against a competitor			
Handling price objections			
Overcoming "not now"			
Asking for the sale			
Navigating through tough negotiations			
Getting internal buy-in			
Making it easy for stakeholders to buy			

### FOLLOW UP AND SERVICE: COMPETE ON THE BASIS OF CLIENT SATISFACTION AND WIN LONG-TERM RELATIONSHIPS.

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Thanking the client in a personalized way			
Managing objections			
Evaluating the partnership's success			
Consistently adding value			
Responding to an unsatisfied client			

# ESSENTIAL B2B SALES TRAINING TOPICS

## MY CURRENT TRAINING IS...

ESPECIALLY FOR SALES MANAGERS: HOLD SALESPEOPLE ACCOUNTABLE FOR APPLYING SKILLS THEY LEARNED IN TRAINING. CHANGE THAT

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Strategic time management for sales managers			
Collecting data to measure performance			
Conducting observations and ride alongs			
Effective one-on-ones			
Leading team meetings			
Reinforcing great behaviors			
Helping your team improve			
Setting goals			
	TOTAL VERY EFFECTIVE CHECKS	TOTAL NOT EFFECTIVE CHECKS	TOTAL NONEXISTENT CHECKS
	X2	X1	X0
	=	=	=
	ADD UP ALL OF YOUR SUBTOTALS TO GET YOUR FINAL SCORE		

SO, IS YOUR CURRENT SALES TRAINING PROGRAM LEADING THE PACK, LOOKING FOR A CHAMPION, OR A PIONEER'S DREAMS? FIND OUT WHAT YOUR SCORE MEANS ON THE NEXT PAGE.

# IF YOU SCORED...

**87-108**  
LEADING THE PACK



**YOU SHOULD:**

**Optimize, then write a book**

Your program is robust and ready to help your sales professionals win. Now it's time to get feedback.

How could it be even better? Are the delivery methods working well? Do sales professionals need any refresher training on past topics?

**HOW WE CAN HELP**

Modern sales training is consistent and mobile-friendly rather than event-based. It's also tailored to your unique challenges.

We provide custom-built, self-paced microlearning made for busy sales professionals. They can learn on the go and get back to selling.

If any of your content or delivery methods need a reboot, we're here to help.

**54-86**  
LOOKING FOR A CHAMPION



**YOU SHOULD:**

**Prioritize**

Ineffective content has been holding you back for too long, and you're ready to step up your company's sales training game.

You've identified the gaps, so now you can prioritize. Where can you get quick wins and immediately make a difference?

This work needs a champion with persistence and grit. Could that be you?

**HOW WE CAN HELP**

You might benefit from a workshop. It's a service we offer to training and sales leaders who need a gameplan to get their program on the right track.

We'll review what you have today, understand what you want to change, and help you decide what to do next.

**0-54**  
A PIONEER'S DREAM



**YOU SHOULD:**

**Phone a friend**

You identified a lot of missing or outdated content. Take a deep breath and see this as an opportunity. When it comes to creating a modern sales training program, sometimes it's easier to start from the ground up.

**It's time to roll up your sleeves.**

Word to the wise: to get it all done, you'll need the right experts in your corner.

**HOW WE CAN HELP**

We can help you design a training program that gives your sales professionals the knowledge, skills, and behaviors they need to get results.

**Bonus:** we'll even help align your stakeholders.

Already have a strategy? We can support your content development and help you get it done in time for launch.