

SELLING BUSINESS-TO-BUSINESS TO WIN



The Perfect B2B Sales Boot Camp for New and Tenured Reps!



Ideal for:



Accelerating **New Hire** Sales Competencies



Updating Tenured Sales Rep **Selling Skills**



Coaching Technical People on **“How to Sell”**



Supercharging Consideration & Win Rates

FEATURING

Award-Winning Sales Performance
Coach **Rick Lambert**



selltowin**.com**
PRODUCTION

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This is our flagship on-demand course that helps new hires sell faster and tenured reps sell more! Features 10 topical video modules jam packed with real-world scenarios, actor simulations, step by step coaching, testing, playbook and certificate of completion.



Video Coaching **MODULES**

- 1** **Are You Ready To Sell?**
Take our sales readiness self-assessment.
- 2** **Power Prospecting Strategies**
Powerful phone, email and social engagement strategies.
- 3** **High-Gain Questions**
Learn when, why and how to ask high-gain questions.
- 4** **The Ultimate Sales Call**
See how to prepare and maximize your effectiveness.
- 5** **Objection Handling Strategies & Pro Responses**
How to overcome common resistance with pro responses.
- 6** **Effective Presentation Skills**
Pro tips for delivering an effective presentation.
- 7** **Qualifying Sales Opportunities**
Let's make sure you're focusing on real opportunities.
- 8** **Pro Proposal Pro Tips**
Discover how to make your proposal more compelling.
- 9** **Negotiating Best Practices**
Proven techniques to protect your margin.
- 10** **Gaining Commitment**
Best practices to secure the business.

YOUR **ON-DEMAND** TRAINING INCLUDES

- Engaging video (not PowerPoint!)
- 10 – 15 minute modules
- Less than 3 hours to complete
- Hosted by professional on-camera talent
- Actor simulations of selling skills
- Online testing and reporting
- Official certificate of completion
- Offline money making exercises

PLUS: Downloadable **Sales Playbook**



**Visit our website
for pricing and
team discounts!**

UNLEASH YOUR SALES POTENTIAL