



Sales Training Solutions Designed for America 2.0

PREPARING YOUR TEAM FOR THE FUTURE

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# A FEW FACTS

“Companies investing in training average 24% higher profit margins”

“Top sales pros outperform low performers by 10:1 and average ones by 2:1 (Salesforce)”

“High performing sales teams pay close attention to training and see 9% faster revenue growth as a result.”

## THE SALES PRO TRAINING

**Exceptional Sales Results in an Extraordinary World**

THE SALES PRO

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# IT'S ALL ABOUT THE EXPERIENCE

“Paul, it is always a joy to be immersed in your enthusiasm and energy! Thank you for bringing this spirit along with really useful research, suggestions and ideas that we can apply to our daily lives, both personally and professionally. Thank you again for spending the day with us-It was enriching!”

“I’m still in the WOW stage, thanks again Paul for a memorable event!”

“Thank you for a great day of training, it was truly one of the best I have attended, and you have impacted my life in ways you will never know.”

“Paul. Thank you for an amazing couple of days. Everyone enjoyed the training and felt as though it was valuable. There were a lot of things to think about, many things were new ways of thinking.”

“We had a meeting today as a follow up meeting to our training. Everyone loved it and are on the same page that improving our company’s culture following the Go-Giver and your sales approach is the way to go.”

# WHY THE SALES PRO "FUTURE OF SELLING" WORKSHOP?

## REASON #1:

DESIGNED FOR AMERICA 2.0 - Regardless of whether training is facilitated at your office location or our San Diego training facility, the 'Future of Selling' training content offers a perfect blend of new age, thought provoking, effective techniques, skills and strategies, designed to respond to the ever-evolving needs of what many (-Suite executives are calling America 2.0. Participants will learn how to reinforce their value as a resource and pivot from price, influence, diffuse and inspire, effectively communicate, elevate value, attract and retain clients, create trust, develop loyalty and not just reinforce sales excellence, but business excellence too. Ideal for on-boarding new salespeople or turning your average performers into high performers or your client support team into even more effective communicators. There has never been a more important time to focus on the power of "Human to Human" connection and instigate a platform of thought that ensures every sales interaction, presentation, meeting, email or telephone call creates a personal walking ambassador talking about your company.

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## REASON #2:

**CRITICAL LEARNING CONTENT** —The Training is not just espresso rich in up to date and highly relevant content for 2021 and beyond but has been designed to ensure the highest level of communication and emotional connection with decision makers and influencers who have become increasingly smart in our highly connected and knowledgeable world. 85% of surveyed B2B decision makers are basing their buying decisions on a specific element more than they did 5 years ago, and 60% of decision makers have stated that the same element is more important than company innovativeness or market dominance. Specific training focus is given to not just knowing this critical element but learning how to apply it to the very next presentation or meeting. Designed to inspire thought, promote engagement and instill the commitment to want to apply the strategies, techniques and skills being taught, participants will benefit from immediately increasing their perceived value, closing sales faster and outselling the competition.

## REASON #3:

**SCIENCE BASED APPROACH** —It's time to transition from Solution Selling to Insight Selling! We incorporate a science-based sales approach, reinforcing a specific proven sales strategy that will have an immediate impact of improving sales "presentation quality" by 11.41%, presentation Impact by 41.3% and increased client commitment by over 10%. Training participants will benefit from how to influence a client through the persuasive impact of a presentation and how to enhance presentation quality and uniqueness.

## REASON #4:

**FOLLOW THROUGH REINFORCEMENT** — 70% of workplace learning happens 'on-the-job,' eLearning Microlearning videos are designed for self-directed or facilitated follow-up reinforcement of the training content to help learners make decisions and apply their learning in a number of different contexts. Whether through mobile phone or computer learners can access content to ensure a fast and easy review of a specific topic whenever and wherever needed.

## REASON #5:

**CERTIFICATION YOU CAN TRUST** - Every training offers a certificate of completion and is personally delivered by our principal, Paul Anderson, author of the award-winning book, The Sales Pro and Certified Go-Giver Speaker and Coach.



# The Future of Selling

## Workshop Content

The Future of Selling is a one or two-day program offering a specific focus on how to excel in America 2.0. Through a strategic scientific approach, every participant will learn how to increase the speed of client connection, position themselves as a value-based resource, develop listening skills, elevate value, communicate likeability and trust, set buying criteria that eliminate the competition and deliver presentations that are relevant, meaningful and energized.

- **SALES INFLUENCE** — 84% of people want to buy from someone they know and trust. Studies reinforce that company culture is becoming a major factor in the decision-making process. Participants will learn how to position, present and align their company culture with that of their client to ensure the highest level of “authentic” connection into their presentation.
- **ESTABLISHING TRUST** — When asked what qualities they value in a salesperson, buyers ranked “trustworthy” (47%) at the top. Participants will learn how the most effective negotiators and communicators naturally and immediately connect to their client through an unseen flow of energy that increases the speed of decision.

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- **STRATEGIC QUESTIONING** — Increased client engagement through strategic questioning can increase client closing rates by 20%. Participants will learn how to transition from efficient to effective questioning skills by asking the right questions, at the correct time, and in the right way, to create conversations that uncover relevant and meaningful information that advance the sale forward.

- **VALUE-BASED SELLING** — 79% of business buyers want their sales reps to be trusted advisors who add value. “Experience” has now taken over price and brand as it relates to decision-making criteria; 83% of clients are glad to give a referral after a positive experience. Participants will learn how to create and communicate an experience of value and present themselves as a resource, not a commodity. They’ll also learn a framework that focuses on positioning and communicating the intrinsic value of both their company and product while ensuring that every client interaction is a positive experience, that advances and moves the sale forward.

- **ENERGIZED PRESENTATIONS** — A recent survey stated that 58% of meetings aren’t valuable to buyers and 73% of B2B senior executives stated that the expectation for more personalized experiences is high on their agenda. Participants will learn what to focus on to ensure they are energizing and personalizing every presentation, so it becomes a customized interactive experience while incorporating a science-based proven strategy that ensures every presentation is high quality, unique, and impactful.

- **THE CHANGING TYPE OF CUSTOMER** — Millennials are the biggest workplace generation ever; estimates state they are currently 92 million strong. If you want a new customer today, you have to appeal to the millennial generation. You have to understand the preferences of the millennial generation. Participants will learn how to better communicate with millennials while earning their respect.

- **HANDLING OBJECTIONS** — Participants will learn how to receive fewer objections and identify what’s behind the objections they do get, how to respond to an easy or difficult objection using communication techniques that make the objection the reason for moving forward, or diffusing a difficult objection that reduces its importance and re-focuses the client on why they should move forward.

- **SETTING CLIENT CRITERIA** — According to a recent LinkedIn state of sales report, Active listening (42%) and Problem solving (38%) were the top two characteristics buyers desire from salespeople. Participants will be able to eliminate their competition by incorporating the five elements of extrinsic value that reinforce to their client that they have paid attention, listened to their needs and are not just able to match the buying criteria of the client but present new buying criteria that they hadn’t considered, positioning their company and solution as the only viable option!

## THE SALES PRO

# THE SALES PRO

UNIVERSITY

Online Micro learning Sales Training Designed for America 2.0

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PREPARING YOUR TEAM FOR THE FUTURE

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# IT'S ALL ABOUT THE EXPERIENCE

"Enriched the thought process and how to deal with the customers for betterment."

"brilliant and insightful!"

"this course taught me that believing in yourself can change life completely."

"Excellent course!  
Resources/Exercises are very helpful."

"The course was perfect for me. I learned a lot. Thought provoking and I was able to relate with all aspects."

"Very interesting content, some real super ideas."

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# WHY THE SALES PRO UNIVERSITY?

As a leader, reviewing any Online training program to help further develop your sales team or your business, begs a few questions: "What will my involvement need to be? How will I know that my salespeople will utilize the program? Will the content be relevant and meaningful to my industry and the changing needs of business?" And as an individual you have similar questions with the addition of; "will my time be well spent, and will I learn anything new?" In order to achieve the very best outcome in both sales and business in what many C-Suite Executives are calling America 2.0, we've been laser focused on ensuring answers to all these questions. The Sales Pro University has been designed to ensure the content is relevant, meaningful, espresso rich, customizable, engaging, easy to apply, and "snackable." Your salespeople will not only be taught the sales techniques, skills and strategies that work, but develop the skill in how to actually apply them. Clients utilizing The Sales Pro University have experienced up to 35% in revenue performance, 30% reduction in turnover and up to 22% increases in company profitability. Learners will learn how to influence, diffuse, and inspire commitment, effectively communicate, elevate value, attract, and retain clients, create trust, handle objections, increase their presentation effectiveness and through the powerful Go-Giver message not just close more sales but reinforce sales excellence and business excellence too. Ideal for all sales people regardless of experience and perfect as an enhancement to support your existing training program or sales on-boarding program, the training will turn your average performers into high performers, your high performers into sales superstars or your client support team into even more effective communicators.



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# OUR VALUE PROPOSITION

## REASON #1:

**CRITICAL LEARNING CONTENT** - 85% of surveyed decision makers are basing their buying decisions on a specific element more than they did five years ago, and 60% of decision makers have stated that the same element is more important than company innovativeness or market dominance. Specific training modules focus on not just knowing this critical element but learning how to apply it to their very next sales presentation or meeting. Designed to inspire thought, maintain engagement, and instill confidence and commitment to want to apply the strategies, techniques and skills being taught. Learners will benefit from immediately increasing product and company value, closing sales faster and outselling the competition.

## REASON #2:

**SCIENCE BASED APPROACH TO EFFECTIVE PRESENTATIONS** – It's time to transition from Solution Selling to Insight Selling! Our building and elevating value module incorporates a science-based sales approach, reinforcing a specific sales strategy that has proven to have an immediate impact of improving sales "presentation quality" by 11.41%, presentation Impact by 41.3% and increased client commitment by over 10%. Training participants will benefit from how to influence a client through the persuasive impact of a presentation and how to enhance presentation quality and uniqueness.

## REASON #3:

**QUICK-LINK to APPLICATION** – 70% of workplace learning happens 'on-the-job'. Whether through mobile phone or computer learners can quickly access content to ensure a fast and easy review of a specific topic just before their meeting, or whenever and wherever needed. The Micro videos are designed for a Quick link to content to ensure immediate impact, or for a more in-depth customized strategic approach before a meeting, exercise reinforcement helps learners strategically apply their learning to their industry in a number of different contexts.

## REASON #4:

**CERTIFICATION YOU CAN TRUST** - Every training offers a certificate of completion and is personally delivered by our founder, Paul Anderson, author of the award-winning book, The Sales Pro and Certified Go-Giver Speaker and Coach.



# COMPELLING CONTENT

- White Board Animation - Animation brings context to life by breaking down the complex process for easier understanding.
- Live Trainer Sessions - Learning through interactive whiteboard and power point delivery to visually break down the complex material into the simplistic for easy comprehension. Training sessions are also presented in a variety of environments keeping learners engaged and excited to learn.
- Written Context - Traditional written context can be printed to provide tangible reinforcement of material.
- Comic Book Stories - Stories provide visual learning through character identification adding a meaningful connection to the material.
- Lesson Exercises - Exercises allow the material to be customized for quicker application leading to increased speed of results.
- Action Plans - Digital and printed action plans to document activity, offering learners the ability to measure progress objectively.
- Fun Reinforcement Video - Videos offer inspiration and motivation to maintain engagement and keep learners on track.
- Graded Self-Assessment - Quiz questions after each lesson identify learner strengths and weakness allowing for focus realignment.
- Certification of Excellence - Digital or printed certificate confirm successful course completion, reinforcing credibility and documenting sales expertise.
- Award Winning Trainer - Sales award-winning trainer passionately educates, motivates, and inspires learners to take action through high-energy delivery, results and research-oriented game-changing content to enable everyone to achieve results.

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# SELLING ESSENTIALS



Selling Essentials represents foundational principles of selling - principles that no one else is teaching but which are the absolute backbone of sales success.

Learn the Psychology behind why customers buy, what decision makers are really thinking and what they are looking for. How to build trust fast and what to focus on so you become a resource based sales person and not a commodity. Build meaningful relationships that turn into repeat and referral business.

- **ESTABLISHING TRUST** – Learn how the most effective negotiators and communicators naturally and immediately connect to their client through an unseen flow of energy that increases the speed of decision!
- **SELLING VALUE** – Outsell the competition and increase your order profitability through identifying, positioning and communicating your intrinsic value that moves your client to take action!
- **ELEVATING VALUE** – Learn how to create and communicate your extrinsic value ensuring that every client interaction is a positive experience, while presenting yourself as a resource, not a commodity!
- **AUTHENTIC INFLUENCE** – Learn how to define your thinking, realize and communicate your true value and emotionally connect to your client to enable a deeper and more loyal connection that moves the sale forward!
- **BELIEF** – Professional Selling is about building trust. Learn how to incorporate and communicate the hidden power of belief that enables your client to psychologically connect and be pulled into “wanting” what you are offering!
- **SELLING RESULTS** – Learn how to transition from Features, Functions, Benefits and open the mind of your prospective customer, gain their trust and emotionally achieve their acceptance (“buy-in”) to commit to the sale by focusing on Results!

**quick-link!**

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# MASTER YOUR SALES PITCH



Master your Sales Pitch reinforces how to portray an authentic enthusiasm that ignites your audience, energizing every presentation so it becomes a personalized, emotionally charged interactive experience!

Make every presentation a winning presentation through an effective eight-step process that ensures every detail is covered. Separate your company and product from your competition by instilling the trust and confidence needed for your client to make the decision before you even present your product.

- How to Structure a Dynamic Presentation: Learn the eight-step process that will allow you to effectively communicate the benefits and results that match your client needs.
- Negotiation and Price Presentation: Learn how to break price down, focus on the investment while reinforcing to your buyer exactly why you are the only decision they need to make!
- The Pre-Presentation: Learn how to instill the trust needed through a powerful six-step process that enables you potential client to confirm agreement before leading into your presentation.
- How to Elevate Value During Your Presentation: Learn how to build value and increase the importance of the value you present to your buyer so you don't get caught in the discount price conversation.
- How to Create a Presentation that Emotionally Connects: Learn what to focus on to ensure emotional connection to your buyer, how to create dissatisfaction for their existing product and what will inspire them to want what you are offering.

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# HANDLING OBJECTIONS and HOW TO BE A MASTER CLOSER

Handling Objections and How To Be a Master Closer offer two of the most critical elements combined into one powerful Microlearning!

Get fewer objections and learn the techniques behind how to respond to objections when you do get them. Understand the psychology behind why a client makes a decision through eight closing principles that you can apply to close sales every time! Learn how to respond to situations such as, 'I'll think about it, it's too expensive and I'm looking at your competition' and tap into a hidden power behind your communication that positively impacts your message! That's behind the objections you do get!

- Sales professionals tend to receive fewer objections than the average sales performer. Understand why that is and learn techniques and skills that ensure you will always receive fewer objections and move the sale forward when you do answer them!
- Throughout every stage of the sales process, you're going to get objections so learn how to respond to an objection and how to answer the objection so your answer becomes the reason for moving forward!
- Learn the three powerful words that will turn a conversation around and how and when to incorporate them into your client response so that you naturally transition into moving the sale forward!
- Learn how to respond to objections such as 'I'll think about it,' 'it's too expensive,' or 'I'm considering your competition' and how you can change the base of thought, so your client feels good about making the decision to move forward!
- How do you ascertain whether your client has an objection or a condition? Learn the difference so you can establish what direction you need to take and where to focus your communication.

**quick-link!**

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# OUTSELL YOUR COMPETITION



Change your game, change your results with our Outsell The Competition Online workshop!

Learn a dramatically different approach to keep pace with heightened customer expectations. Insight Selling supports added value to the customer with insights, unknown to the customer, that will help the customer avoid future problems or challenges.

As a salesperson arming yourself with relevant case studies or suggestions to share with customers facing the same circumstances is a common strategy today. But research has proven that you must extend this by becoming a subject matter expert in order to add further value that augment the knowledge and insight customers say they want and need.

Learn how to outsell the competition by not just establishing and meeting buyer criteria but setting new criteria that you know your competition cannot match! Shift the mindset of your buyer and pull them towards you through an insightful and thought-provoking change in their focus that will elevate your value higher than any of your competitors!

Increase your understanding of why buyers buy through communication strategies, up to date positioning and questioning techniques that will naturally pull your client towards you.

Don't open up the sale for someone else, don't leave a potential client open to buy from your competitor and eliminate the discount conversation!

**quick-link!**

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# INDIVIDUAL MICROLEARNINGS

- **STRATEGIC QUESTIONING** - Increased client engagement through strategic questioning can increase client closing rates by 20%. Participants will learn how to transition from efficient to effective questioning skills by asking the right questions, at the correct time, and in the right way, to create conversations that uncover relevant and meaningful information that advance the sale forward.
- **VALUE-BASED SELLING** – 79% of business buyers want their sales reps to be trusted advisors who add value. "Experience" has now taken over price and brand as it relates to decision-making criteria; 83% of clients are glad to give a referral after a positive experience. Participants will learn how to create and communicate an experience of value and present themselves as a resource, not a commodity. They'll also learn a framework that focuses on positioning and communicating the intrinsic value of both their company and product while ensuring that every client interaction is a positive experience, that advances and moves the sale forward.
- **INSIGHT SELLING** - Learners will benefit from how to influence a client through the persuasive impact of a presentation and how to enhance presentation quality and uniqueness. while incorporating a science-based proven strategy that ensures every presentation is high quality, unique, and impactful.
- **ENERGIZED PRESENTATIONS** – A recent survey stated that 58% of meetings aren't valuable to buyers and 73% of B2B senior executives stated that the expectation for more personalized experiences is high on their agenda. Participants will learn what to focus on to ensure they are energizing and personalizing every presentation, so it becomes a customized interactive experience.
- **CLIENT ALIGNMENT AND CONNECTION** – Learners will establish how to position, present and align his or her company culture with that of their client, to ensure the highest level of connection with the values and principles that support emotional client connection into their presentation which is an absolute must in today's highly competitive world.
- **HANDLING OBJECTIONS** – Participants will learn how to receive fewer objections and identify what's behind the objections they do get, how to respond to an easy or difficult objection using communication techniques that make the objection the reason for moving forward, or diffusing a difficult objection that reduces its importance and re-focuses the client on why the client should move forward.
- **SELLING YOUR PRODUCT & COMPANY DIFFERENTIATION** – According to a recent LinkedIn state of sales report, Active listening (42%) and Problem solving (38%) were the top two characteristics buyers desire in salespeople. Learners will be able to reinforce to their client that they have listened and paid attention, and are not just able to match the buying criteria of the client but present new buying criteria that the buyer hadn't considered, positioning their company as the only viable option.
- **ESTABLISHING TRUST** – Trust gets deals done! Edelman's Trust Barometer shows a clear lack of trust in institutions with the majority of surveyed buyers seeing corporations, the media and government as unethical. In times of uncertainty, trust only becomes more important. Not surprisingly, as organizational trust erodes, buyers seem to crave it even more. When asked what qualities they value in a salesperson, buyers ranked "trustworthy" (47%) at the top, followed by "responsive" (44%) and "expert in the field" (40%). Learners will benefit from how to immediately build trust and incorporate and communicate the hidden process that enables their client to psychologically connect and be pulled into "wanting" what he or she are offering, leading to increased speed of decision.
- **AUTHENTIC CONNECTION** - Learners will benefit from truly understanding how the most effective sales negotiators and communicators naturally and immediately connect to the person they are talking to by focusing on a deeper more connected message leading to a more authentic connection that enables the sale to move forward.
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- **SENSORY SYSTEM DIALOGUE**- Learners will benefit from truly understanding how the most effective sales negotiators and communicators naturally and immediately connect to the person they are talking to by focusing on a deeper more connected message leading to a more authentic connection that enables the sale to move forward.
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# INDIVIDUAL MICROLEARNINGS

- **BODY LANGUAGE** – Body language is king when it comes to selling. Whether you're presenting an idea in person or on a virtual platform, negotiating a deal, handling an objection or having a meeting your body language and the ability to read others plays a key role in your overall success. Learn how to identify the subtle gestures of your client that indicate whether they have “brought in” to what you have said.
- **SELLING RESULTS NOT BENEFITS** – Close more sales by transitioning from the traditional way of selling (Selling Benefits) and open the mind of your prospective customer, gain their trust and emotionally achieve their acceptance (“buy-in”) to commit to the sale by focusing on Results!.
- **EFFECTIVE QUESTIONING TECHNIQUES** - A sales professional understands that every aspect of the sales process incorporates questions. The right question presented in the correct way at the right time will open up sales opportunities that the average salesperson does not see. Learn how to ask the right questions, at the correct time, and in the right way, ensuring your client feels like they are having a conversation, oblivious to the fact they are giving information away!
- **ACTIVE LISTENING** - 88% of buyers agree that the salespeople they ultimately buy from are trusted advisors who have “listened” to their needs. Learners will learn how to ensure that the solution he or she are going to present matches what their client needs, and if it doesn't match, this technique gives the ability to acknowledge what the client has asked for and effectively explain why he or she is recommending an alternative.
- **NEW BUSINESS DEVELOPMENT** - Learners will gain a true understanding of how to be more effective with their time, what the objective will be from each conversation and most importantly how to position their conversation with a decision maker so he or she achieves an appointment, without volunteering information! Additionally how to gather information using emotional triggers that make their potential client want to meet, and how to effectively respond to potential objections such as: “I'm not interested” or “send me information”
- **CLOSING THE SALE** - Learners will understand the psychology behind why a client makes a decision through eight closing principles that can be immediately applied, additionally how to respond to situations such as, I'll think about it, it's too expensive and I'm looking at your competition.
- **REFERRALS** – “Borrowed Influence” ensures easier appointments, quicker decision-making and enables you to work smarter not harder, learners will be shown how to ask for a referral and position their request so that the client feels naturally comfortable in responding with new potential client opportunities for him or her to pursue.
- **PRICE PRESENTATION** – Learners will establish how to position price so their client views it as an investment, understand the psychology and framework of pricing options to help narrow down the decision and how to reduce or expand the price difference resulting in increased order profitability and increased speed of decision.
- **BUILDING RAPPORT** – Rapport is an unseen flow of energy that naturally connects you with the person you are talking to. Learners will learn how to effectively communicate and achieve immediate connection with their client in order to achieve the ultimate outcome where their client knows, likes and trusts them. Learners will also establish what words to incorporate into their conversation in order to match the communication style of their client leading to an authentic and natural human to human connection.
- **THE LAW OF NUMBERS** – There are two ways to increase your sales results: Make more calls, or become more productive on the calls you are making. Learners will learn how to analyze their past experience and results and capture insight into what to focus on in order to quickly and effectively advance forward so they can immediately redefine their focus and meet their financial goals.
- **GOALS AND TIME MANAGEMENT** – Understanding the difference between an efficient day or sales call versus an effective day or sales call can re-direct trajectory and ensure you are fully focused on achievement! Learners will be shown what the top performing salespeople focus on and how to incorporate the elements into their day, how to break their sales your target down into manageable time frames that re-instill focus and learn the thought structure that ensures his or her activity focus is aligned with their life goal expectations.
- **TAG-ALONG QUESTIONS** – Questions that get the best answers! Learn how to effectively use the tagalong questioning technique, enabling you to communicate more effectively, capturing deeper more relevant information while having a natural conversation with your client!



# SALES EXCELLENCE SIMPLIFIED

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