

### EFFECTIVE CUSTOMER PROFILING.

It all starts with identifying just who are your ideal customers. Learn how you use customer profiles to meet more of the customer you want to do business with.

### THE CUSTOMER JOURNEY.

Understand how your buyer buys and learn how to communicate more effectively with them. Use their buying motivation and connect to the emotions they experience in your sales activity.

### INTRODUCTION TO THE SALES FUNNEL.

Time to learn all about SPANCOP our B2B sales funnel. Learn how it helps you distinguish very quickly about where your potential customers are in their buying journey.

### SALES FUNNEL TYPES.

Here we show what will happen to your sales funnel if you are not constantly using it to guide and create sales opportunities.

### KNOW. LIKE. TRUST.

Within your market ensure your ideal customer comes to you when they are ready to buy. Define what you want to be known for and learn how to use your repeatable statements to attract your ideal customers.

### PRIORITISING SALES OPPORTUNITIES.

Not all sales opportunities are the same and we'll provide you a tool that will help you focus your time and effort to get the best sales results.

### SCHEDULE FOR SOCIAL.

Effectively manage your time and take control of your Social Selling activities by dedicating your sales time by using our Social Media Scheduler.

### FINDING YOUR IDEAL PROSPECT ON SOCIAL.

Build an effective sales referral strategy so your existing customers provide you with high quality sales opportunities.

### SOCIAL SELLING AND NETWORKING.

Learn how Social Selling is part of the B2B sales toolkit. Explore how LinkedIn profiles and networks matter when it comes to modern sales prospecting activities.

### PRE AND POST-CALL PLANNING.

Learn how to build effective pre call plans using our WOPPA tool, increase your sales success and capture key insights from your sales meetings.

### NETWORKING STRATEGIES.

Ensure you have an online and offline networking plan that maximises your leading voice position to generate relevant sales opportunities.

### OBJECTION HANDLING.

Recognise how sales objections are part of the sales process and how they should be used positively to assist moving the sales forward.

**DO.**

**PLAN.**

**GROW.**



### REVIEWS + FEEDBACK.

Learn how to guide future sales growth and innovation by listening to your customers to grow sales.

### REFERRAL.

Build an effective sales referral strategy so your existing customers provide you with high quality sales opportunities.

### REPEAT.

Explore the untapped value in repeat business by building a systematic approach that creates loyalty from you existing customers to range sell and enjoy regular repeat business.

### CONTENT IN CONTEXT.

Understand how your content supports your buyers buying journey and keeps them in your ecosystem buy building a highly effective holding pattern.

### JOINING UP BUYING AND SELLING.

Time to connect your sales process and your buyers buying journey. Using the 4D's you will learn how to talk to your customers and help them get ready to buy.

### BUILDING A PROFESSIONAL NETWORK ONLINE.

Build a relevant professional digital network that nurtures meaningful relationships with the right people to create sales opportunities.