

### OVERVIEW

The Integrating Sales and Marketing for Sales Professionals course is designed to provide sales teams a foundation of integrated marketing planning processes, strategies, and digital tactics that can be leveraged to increase success in their sales initiatives.

The course demonstrates how marketing can be used to help sales reps meet business goals and objectives by integrating a marketing planning methodology into their sales activities.

### CURRICULUM OUTLINE

- Customer journey – A new perspective
- Marketing planning methodology overview
  - Goal oriented marketing plans
- Impactful marketing tactics
  - Inbound vs. outbound
  - Identifying the right tactics
- Web marketing
  - Key web marketing tactics
  - PPC (Pay-per-click)
  - SEO (Search engine optimization)
  - Display ads
  - Co-Branding
- Measuring business impact
  - Marketing results and how to use them
  - Continuous measurement
- Best practices

### TARGET AUDIENCE

- Junior sales reps
- Inside & outside sales
- Technical sales
- Telemarketers
- Sales support personnel
- Sales managers
- All organizational personnel Involved in sales

### COURSE OBJECTIVES

- Adapt to today's customer and their buying process to generate new leads.
- Gain a basic foundation of web marketing and how it aligns with sales.
- Leverage a marketing planning methodology into your sales activities to help meet business goals and objectives.
- Nurture existing customers to identify cross sell upsell, or account planning opportunities.
- Measure the impact of marketing tactics to understand when and how to follow with a suspect, prospect, or customer.

### COORDINATING ENHANCEMENTS

- Consultative Sales Toolkit (AFV-201)
- Virtual Sales Manager™ Program (AFV-301)

# A FLUENT VISION

## AFV-201 Consultative Sales Toolkit

### OVERVIEW

Psychology of Consultative Selling (PCS) courses can be supported by AFV's step-by-step interactive Consultative Sales Toolkit. AFV's Consultative Sales Toolkit works seamlessly in conjunction with the AFV Consultative Sales Methodology in enabling sales representatives to effectively qualify, consult and close business with their customers.

The Consultative Sales Toolkit includes specific areas dedicated to helping the sales representative execute on each component of the sales cycle and provide them with additional resource information. This toolkit is designed to provide the sales representative a full bag of resources to drive sales success in the field. The toolkit can be customized with a specific solution portfolio if so desired.

### TOOLKIT ELEMENTS

- Decision maker profiles
- Financial motivators
- Features & benefits
- Demand generation objection handling
- Effective questioning
- Building an agenda
- Solution strategy
- Objection handling
- Forecasting
- Close knowledge gaps
- Account planning
- Glossaries
- Resource quick links

### TARGET AUDIENCE

- Sales reps at all levels
- Inside sales
- Sales support personnel
- Sales managers
- All organizational personnel involved in sales

### TOOLKIT OBJECTIVES

- Assist with the execution on each component of the sales cycle.
- Work through the sales cycle and execute more effectively on the workshop concepts.
- Provide long-term reinforcement of sales skills and methodology taught in class.
- Ease the complexity of accessing crucial information during the sales cycle.
- Provide recipients with a full bag of resources to drive sales success in the field.

### PREREQUISITE

- Completion of any AFV course(s)

# A FLUENT VISION

## AFV-301 Virtual Sales Manager™

### OVERVIEW

A key component to the long-term success of any education initiative is reinforcement. AFVSI offers post-course support through its ninety-day Virtual Sales Manager™ (VSM) program.

The purpose of the VSM program is to enhance the skills learned by ensuring their consistent deployment. VSM provides sales professionals the opportunity to work one-on-one with AFV on a regular basis in order to increase organizational effectiveness, return on investment and individual consistency.

### PROGRAM ELEMENTS

- Sales Help Desk: A timely resource to get answers to questions on the consultative sales techniques discussed within a course
- Coaching & mentoring sessions: One-on-one meetings with AFV sales experts to review strategies to put into practice skills gained throughout a course
- Continuing education webinars: Expand course principles with webinars on topics & techniques needed for success
- On-demand webinars: Access to pre-recorded webinars for those that were not able to attend or want to review topics
- Subscription to A Fluent Moment eNewsletter: A quarterly eNewsletter that explores the skills & processes necessary for success in today's sales environment
- Virtual Sales Manager Tools: Templates and resources designed to ensure an understanding of the principles of the training and help incorporate them in everyday activities

### TARGET AUDIENCE

- CXO
- Owners
- VPs/Directors
- Sales managers
- Sales reps at all levels
- Any executives involved with corporate sales infrastructure
- Anyone involved with execution within the sales organization

### PROGRAM OBJECTIVES

- Provide access to experienced sales professionals, managers and sales executives.
- Provide guidance via one-on-one coaching and mentoring sessions.
- Assist in strategy to implement and utilize the skills, tools, programs and best practices provided during courses.

### PREREQUISITE

- Completion of any AFV course(s)

# A Fluent Vision L.L.C.

## A Sales Infrastructure Consultancy

### About AFV

Built on over 75 years of combined experience in the technology sector, A Fluent Vision L.L.C. (AFV) is uniquely equipped to help companies achieve increased revenues, higher profits and a level of sales management that is required in today's business climate.

At AFV we believe in working within your corporate culture to capitalize on your unique personality while maximizing company potential. We provide hands-on opportunities for you and your team to modify specifics of your sales infrastructure to ensure maximum efficiency.

AFV's programs empower you to get to the right people, at the right time and to attain the proper information to shorten the sales cycle.

### Solutions

#### Consulting services

The backbone of all AFV activities is our ability to understand client environments and analyze industry trends; allowing AFV to create synergistic solutions to specific client challenges. Custom engagements are available to help you.

#### Channel strategies

AFV's provides channel marketing organizations with the resources to further develop their partners through increased program awareness and participation. Channel resource executives and program directors can recruit, on-board, nurture and grow channel partners towards long-term revenue momentum, while gaining a better understanding of their partner's business needs, requirements and challenges.

#### Channel marketing as a service

Channel Marketing as a Service helps partners to execute demand generation campaigns resulting in net new leads. Our marketing specialists can guide partners through a comprehensive planning, creation, execution and evolution process to ensure proactive demand generation activities are regularly happening throughout your channel – throughout the year. This means the creation of a predictable and manageable partner pipeline.

#### Education programs

Using a proven consultative approach to selling, AFV offers customized and focused education programs on creating solid sales infrastructures. Programs for owners, sales managers, salespeople and sales engineers are available.

#### Reinforcement resources & tools

After a workshop you're normally left to your own devices. This where the return on your investment of time is lost. This is not the case with AFV--we provide interactive tools that reinforce and expand on program topics. Execution is critical to sales success. AFVSI resources & tools show the path to successful execution.

### Expertise

All curriculum modules are delivered by an AFV industry expert, with years of experience working with sales organizations and building successful, scalable sales infrastructures



**Walter Santiago**

Managing Partner  
and Co-Founder



**Robert Keller**

Managing Partner  
and Co-Founder



**Randy Sasaki**

Partner

### Delivery Options

All curriculum modules can be delivered as face-to-face workshops, live e-learning, on-demand e-learning or as a combination of any of these delivery platforms.

The delivery platform and length of any program will be determined jointly by AFV and client, based on the best fit for the client.

#### Face-to-face workshops

Interactive face-to-face workshops to provide attendees with instruction designed to teach students utilizing a proven learning techniques that create long-term results. Attendees are challenged with hands-on labs and activities that help them execute more effectively upon return to the sales field.

#### Live e-learning

Live online educational courses where attendees are challenged with learning activities and can submit questions to get real-time answers.

#### On-demand e-learning

On-demand courses for attendees to gain awareness of topics at their convenience.

#### Toolkits

AFV toolkits provide users with the resources, templates and skills to assist with successfully shortening a sales cycle and closing business. Toolkits can be created as web-based tools, mobile apps or in Excel.

#### Virtual Support

Virtual support for sales organizations to enhance sales skills by ensuring their consistent deployment and achieving their goals.

# Our Leadership



**Robert Keller**  
Managing Partner

**Robert Keller**, Managing Partner and Co-Founder of A Fluent Vision, L.L.C. has over 30 years of experience in the technology industry and an impressive track record, with experience in the technology industry, focusing on sales and business development. Prior to co-founding AFV, Robert was Founder and President of A.S.K. Data Communications, Inc., a regional value added reseller that was incorporated in February 1994. A.S.K. was named to INC 500's Fastest Growing Privately Held Companies in America in 1999 and 2000.

As an expert in strategic planning, sales infrastructure and new business development, Robert has worked with clients such as Citrix, Tech Data and Derive to add value to their organizations by recognizing opportunities, creating business strategy and promoting resource development. His pragmatic "voice of reason" approach to business lends to his ability to transform visions into profitable realities.

**Contact Robert: [rkeller@afluentvision.com](mailto:rkeller@afluentvision.com)**



**Walter Santiago**  
Managing Partner

**Walter Santiago**, Managing Partner and Co-Founder of A Fluent Vision, L.L.C., has over 30 years of experience in helping clients identify and execute the best possible sales infrastructure and strategies that directly impact revenue and profit.

His passion for engineering successful sales strategies quickly led him to positions in enterprise sales for IBM, at Information Builders as Director of Latin America and other industry leaders. In 1994 Walter founded Fluent Vision International, an international sales consulting company. In November of 2001, after serving as the VP of Sales for the East and an integral member of the Merger and Acquisition team for several key investments at RSA, Walter co-founded A Fluent-Vision, L.L.C.

Walter's broad range of experience in national and international sales, channel distribution and business development makes him a qualified and dynamic leader for A Fluent Vision an experienced-based consultancy.

**Contact Walter: [wsantiago@afluentvision.com](mailto:wsantiago@afluentvision.com)**



**Randy Sasaki**  
Partner

**Randy Sasaki** has excelled in sales management, sales operations and business unit management for over 25 years. As a Partner at A Fluent Vision, Randy now leverages his experience to increase his client's ability to deliver channel readiness and sales results.

Randy began his management career as a Managing Partner for IKON Solutions. While servicing medium businesses and Fortune 500 clients, he won numerous leadership awards for successfully improving client satisfaction, sales revenues, operating efficiencies and profits. As a Managing Director at All Covered, he delivered managed network services throughout the United States. His successful leadership in IT sales, marketing, and engineering services is the core for A Fluent Vision's Channel Resource Center.

Randy's award winning track record in sales management and operations, and financial experience have assisted his clients to develop successful strategic and tactical sales plans in the high-tech industry channels.

**Contact Randy: [rsasaki@afluentvision.com](mailto:rsasaki@afluentvision.com)**