

A FLUENT VISION & INGRAM MICRO

Enablement Solutions

About A Fluent Vision Enablement

A Fluent Vision (AFV) provides comprehensive programs designed to address the major challenges facing sales representatives, sales managers & sales organizations today. Leveraging AFV's long-standing expertise in the channel sales environment, AFV provides a broad range of processes, methodologies & tools designed to help you get the most out of your sales motion. Coupled with a methodology-driven curriculum, AFV supplies powerful tools to assist in the retention & execution at the sales rep level as well as accountability at the management & ownership level.

Just as sales organizations seek to provide solutions with compelling return-on-investment potential, AFV delivers programs that take a multifaceted approach seeking to provide best practices & then reinforce them with compelling resources.

Curriculum modules & enhancements

IM-101	Psychology of Consultative Selling
IM-104	Creating an Annuity with Account Planning
IM-105	Demand Generation with Cold Calling
IM-106	Building a Financial Case for Your Offering
IM-109	Build the Right Message to Generate Demand
IM-112	CEO Sales Infrastructure
IM-201 *	Consultative Sales Toolkit
IM-204 *	Account Planning Toolkit
IM-301 *	Virtual Sales Manager™ Program

**Coordinating Enhancements support instruction of modules.*

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IM-101 Psychology of Consultative Selling

OVERVIEW

In our fast paced world, it has become more important than ever for companies to provide their sales representatives of all levels with a uniform, consistent consultative sales methodology.

The Psychology of Consultative Selling (PCS) methodology is designed to help sales representatives move opportunities more efficiently through the sales cycle. PCS is a comprehensive sales course specifically designed to strengthen the skills of professionals at varying levels of experience & help them leverage the benefits of using a proven consultative sales methodology.

TARGET AUDIENCE

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

COURSE OBJECTIVES

- Leverage current trends & challenges in the IT marketplace to drive sales.
- Implement a consistent, proven, consultative sales methodology to help sales opportunities move more efficiently through the sales cycle.
- Identify the right target businesses & decision makers within.
- Gain an understanding of basic business financials & how to build a financial case for offerings.
- Create effective messaging that state differentiators & value clearly.
- Ask effective questions that uncover business needs & qualify a suspect.
- Identify how to leverage & handle objections to shorten the sales cycle.
- Recognize how to sell a solution to build a long-term relationship.
- Distinguish & act upon major & minor closes on the road to signing a deal.
- Recognize why customers need account plans & how to leverage the solutions portfolio to get deeper & wider in accounts.
- Create a qualified pipeline with an event-based forecasting process.

COORDINATING ENHANCEMENTS

- Consultative Sales Toolkit (IM-201)
- Account Planning Toolkit (IM-204)
- Virtual Sales Manager™ Program (IM-301)

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IM-104 Creating an Annuity with Account Planning

OVERVIEW

A critical element to consultative selling is the ability to effectively manage & plan accounts. The ability to use information gathered during the sales cycle to create an account plan can solidify your customer relationship & uncover otherwise hidden opportunities. Proper account planning will enable you to identify specific actions, resources & milestones that will help earn you trusted advisor status & long-term customer annuity.

The Account Planning curriculum includes knowledge, skills & tools that will provide the foundation necessary to plan effectively for increased business & for additional penetration into existing accounts.

CURRICULUM OUTLINE

- Profile
 - Organizational profiling
 - Executive profiling
 - Gathering the profile
- Finance
 - Baseline
 - Features & benefits
 - Messaging
 - Effective questioning to qualify
 - Needs Assessment
 - Solution Strategy
 - Objection handling
- Action
 - Action items
 - Follow up
- Resources
 - Internal resource allocation
 - External resource allocation
- Measurement & follow-up
- Managing the Process
- Forecasting

TARGET AUDIENCE

- Sales reps at all levels
- Sales managers
- Anyone involved with execution within the sales organization

COURSE OBJECTIVES

- Target the right industry, market & client with profiling techniques.
- Gather effective profile data.
- Identify prospect financial motivators & how to leverage them in the solution process.
- Identify the questions & categories to which you have answers, as well as the gaps & a plan to bridge them.
- Differentiate between features & benefits & explain the importance of providing both to the prospect.
- Ask the right questions that reveal a customer's needs & practice effective listening.
- Create compelling messaging to create demand within accounts.
- Qualify opportunities based on perceived need.
- Craft a strategy based on current needs.
- Track internal & external collaboration by creating action items, delegating & following up.
- Identify methods to measure & follow up.
- Identify & align the resources to get you to your goals.
- Work with an event based forecast rating system to ensure a qualified pipeline.

COORDINATING ENHANCEMENTS

- Account Planning Toolkit (IM-204)
- Virtual Sales Manager™ Program (IM-301)

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IM-105 Demand Generation with Cold Calling

OVERVIEW

Cold calling is a necessary evil. If done properly it creates a pipeline of qualified prospects that can lead to a predictable & manageable revenue stream. So why do most salespeople avoid doing it? Salespeople don't like cold calling – which is why it often falls victim to procrastination or simple neglect. Successful sales professionals understand that 'cold calling' is an essential part of the sales cycle. It ensures that the pipeline is full of qualified prospects that ultimately lead to revenue.

The Demand Generation course provides the strategies for increasing effectiveness in the cold calling process that will help sales professionals effectively communicate & uncover business opportunities.

CURRICULUM OUTLINE

- Market trends, challenges & climate
- Introduction to consultative sales methodology
 - Overview
- Prepare to create demand
 - Profile your target
 - Financial cues
 - Leveraging features & benefits
- Messaging that will generate demand
- Generate demand
 - Lead generation
 - Cold calling best practices
 - Cold calling scripts
 - Gatekeeper to champion
 - Voicemail, the other gatekeeper
 - Handling demand generation objections
- Set goals to get you to your objectives

TARGET AUDIENCE

- Sales reps at all levels
- Sales managers
- Anyone involved with execution within the sales organization

COURSE OBJECTIVES

- Leverage today's trends, challenges & the economic climate affecting the IT marketplace to target demand generation activities.
- Identify the right target businesses & decision makers within.
- Recognize financial cues of targeted companies & the impact key solutions would have on them.
- Apply compelling business benefits to solution features.
- Create an effective elevator pitch & recognize when to use it.
- Create compelling cold calling scripts & handle customer objections.
- Close for the appointment or the appropriate next step.
- Identify qualities of the gatekeeper & how to turn the gatekeeper into a champion.
- Create voicemail scripts that build a story.

COORDINATING ENHANCEMENTS

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

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IM-106 Building a Financial Case for Your Offering

OVERVIEW

Helping the individual harness the power of financial information in a variety of business applications the Financial Targeting course is designed for the financial novice who needs a little savvy to open doors to financial decision-makers.

Today's business owners are judged on their ability to save their stakeholders money, create efficiencies & improve productivity. The decisions which lead to these outcomes are financial. In the case of a small business owner, the motivation can be as simple as "how much money do I stand to make this year to put in my own pocket?" By understanding some basic financial concepts, an astute consultant can properly position the right solution as a financial decision, as opposed to an IT purchase.

CURRICULUM OUTLINE

- Building a financial case for your offering
- Information gathering
 - Private sector financial information
- Financial statements
- Income statements
 - Top – Mid – Bottom line
 - Conversational cues
- Balance sheets
 - What to look for
 - Conversational cues
- Statement of cash flows
 - Key indicators
 - Conversational cues
- Interrelation of ratios
- Decision making using ratios
- Financial targeting
- Effective questioning
- Connecting your offering financially

TARGET AUDIENCE

- Sales reps at all levels
- Sales managers
- Anyone involved with execution within the sales organization

COURSE OBJECTIVES

- Understand how & why to use financial information to build a financial case.
- Identify financial analysis objectives.
- Recognize methods for getting private sector financial information.
- Analyze a financial statement to better understand a business.
- Use an income statement to enhance effectiveness in solution/consultative selling.
- Leverage a balance sheet to enhance effectiveness in solution/consultative selling.
- Identify key indicators & conversational cues from interpreting statement of cash flows.
- Determine the financial health of a target company by interpreting financial ratios.
- Summarize how executives manage financial performance & how to connect your solution to those metrics.
- Identify how to target suspects based on financial data & financial performance.
- Use financial data to help create powerful, effective questions.
- Use financial data to make a case for your solution.

COORDINATING ENHANCEMENTS

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

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IM-109 Build the Right Message to Generate Demand

OVERVIEW

The course explores the importance of messaging & how to create effective messaging for the market. By leveraging an organization's value proposition, participants will discover how to develop an elevator pitch used to state their differentiators & value clearly.

The elevator pitch is the most important message a sales person has because it serves as the introduction allowing them to begin the sales conversation. It sets the stage for why they would invest the time to look at the sales person & their organization's solution, which leads to the sale.

CURRICULUM OUTLINE

- Create a compelling corporate message
 - Fundamental elements of messaging
 - The mission statement
 - Value proposition
 - Clearly state differentiators & value
- Build a value proposition
 - Define
 - Differentiate
 - Describe
- Build an elevator pitch
 - Elements of an elevator pitch
 - leverage the elevator pitch to create demand
- Using messaging in demand generation activities

TARGET AUDIENCE

- Sales reps at all levels
- Sales managers
- CEOs/owners
- Anyone involved with execution within the sales organization

COURSE OBJECTIVES

- Understand the importance of messaging.
- Learn how to define differentiators & value.
- Create compelling corporate messaging.
- Build a value proposition.
- Leverage the value proposition within other messaging.
- Build an elevator pitch with the right messaging foundation.
- Use messaging in demand generation activities.
- Adapt messaging based on your target decision maker profile.
- Use messaging to maximize interactions in the sales cycle.
- Deliver messaging based on end-user financials.

COORDINATING ENHANCEMENTS

- Virtual Sales Manager™ Program (IM-301)

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IM-112 CEO Sales Infrastructure

OVERVIEW

In our fast paced world, it has become more important than ever for organizational leadership to be focused & have a clear direction in order to maintain ongoing organizational development.

The CEO-Infrastructure course lays the groundwork for a stronger, more effective organizational sales infrastructure.

This course will establish a consistent sales methodology coupled with supplemental practices to assist organizations in defining roles & responsibilities, implementing an event-based forecasting system, establishing consistent benchmarks, leveraging resources & executing periodic assessments & adjustments. The end result will be the creation of an agile company that can & will adjust to changing market conditions.

CURRICULUM OUTLINE

- Adjust to changing market conditions
- Sales Infrastructure overview
- Vision
 - Organizational consistency
 - Business plan
- Develop
 - Role profile
 - Compensation plans
 - Hiring VP of Sales
- Implement
 - Standardized sales methodology
 - Sales management
- Manage
- Measure
 - Forecasting
 - Accountability
 - Compensation/incentives
- Evolve

TARGET AUDIENCE

- CXO
- Owners
- VPs/Directors
- Any executives involved with corporate sales infrastructure

COURSE OBJECTIVES

- Provide focused leadership & direction.
- Provide ongoing organizational development.
- Understand the effective tactics & which should be avoided.
- Implement a framework that will help take the organization to the next level.
- Manage the process.
- Clearly define leadership roles & responsibilities.
- Create effective execution opportunities & increase organizational efficiencies.
- Measure the effectiveness of the overall infrastructure.
- Implement compensation & incentives that work.
- Use data measurement to evolve & create a solid, successful sales infrastructure.
- Increase sales activity with shorten sales cycles.
- Implement realistic event-based forecasting.
- Increase productivity & maximized resources.

COORDINATING ENHANCEMENTS

- Virtual Sales Manager™ Program (IM-301)

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IM-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 & 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 & 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 & execute more effectively on the workshop concepts.
- Provide long-term reinforcement of sales skills & 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 of the IM consultative sales courses (IM-101 – IM-107)

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IM-204 Account Planning Toolkit

OVERVIEW

The cornerstone of Creating an Annuity with Account Planning (IM-104) course is the Account Planning Toolkit. The toolkit is intended to provide sales representatives a place to input the information necessary to create a successful account planning strategy with their customers.

The Account Planning toolkit will result in structure & continuity in a relationship that will help sales representatives to earn trusted advisor status.

TOOLKIT ELEMENTS

- Account history
- Account baseline questions
- Profile decision makers
- Company profile
- Finance
- SWOT analysis
- Solution strategy
- Meetings
- Evaluations
- Demos
- Proof of concept
- Account summary

TARGET AUDIENCE

- Sales reps at all levels
- Sales managers
- Anyone involved with execution within the sales organization

TOOLKIT OBJECTIVES

- Provide structure & continuity in a relationship that will help to earn trusted advisor status through account planning.
- Secure existing annuities & create new annuities.
- Identify the appropriate clients that would benefit from an account plan.
- Uncover & answer questions related to business processes, intended to identify & bridge knowledge gaps in an account.
- Use the financial data of an organization to make a case for a solution.
- Craft a strategy based on both short & long-term goals.

PREREQUISITE

- Completion of Account Planning course (IM-104)

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IM-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 & 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 & resources designed to ensure an understanding of the principles of the training & 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 & sales executives.
- Provide guidance via one-on-one coaching & mentoring sessions.
- Assist in strategy to implement & utilize the skills, tools, programs & best practices provided during courses.

PREREQUISITE

- Completion of any of the IM courses (IM-101 – IM-112)