

A FLUENT VISION

AFV-113 Demand Generation with Cold Calling

OVERVIEW

Successful sales professionals understand that cold calling is an essential part of the sales cycle. When done properly, it creates a pipeline of qualified prospects that can lead to a predictable and manageable revenue stream. But sales people don't like cold calling – which is why it often falls victim to procrastination or simple neglect.

The Demand Generation course provides strategies for increasing cold calling effectiveness, helping sales professionals effectively communicate their values and 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 and the economic climate affecting the IT marketplace to target demand generation activities.
- Identify the right target businesses and decision makers within.
- Recognize financial cues of targeted companies and the impact key solutions would have on them.
- Apply compelling business benefits to solution features.
- Create an effective elevator pitch and recognize when to use it.
- Create compelling cold calling scripts and handle customer objections.
- Close for the appointment or the appropriate next step.
- Identify qualities of the gatekeeper and how to turn the gatekeeper into a champion.
- Create voicemail scripts that build a story.

COORDINATING ENHANCEMENTS

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

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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)

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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



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



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.

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