



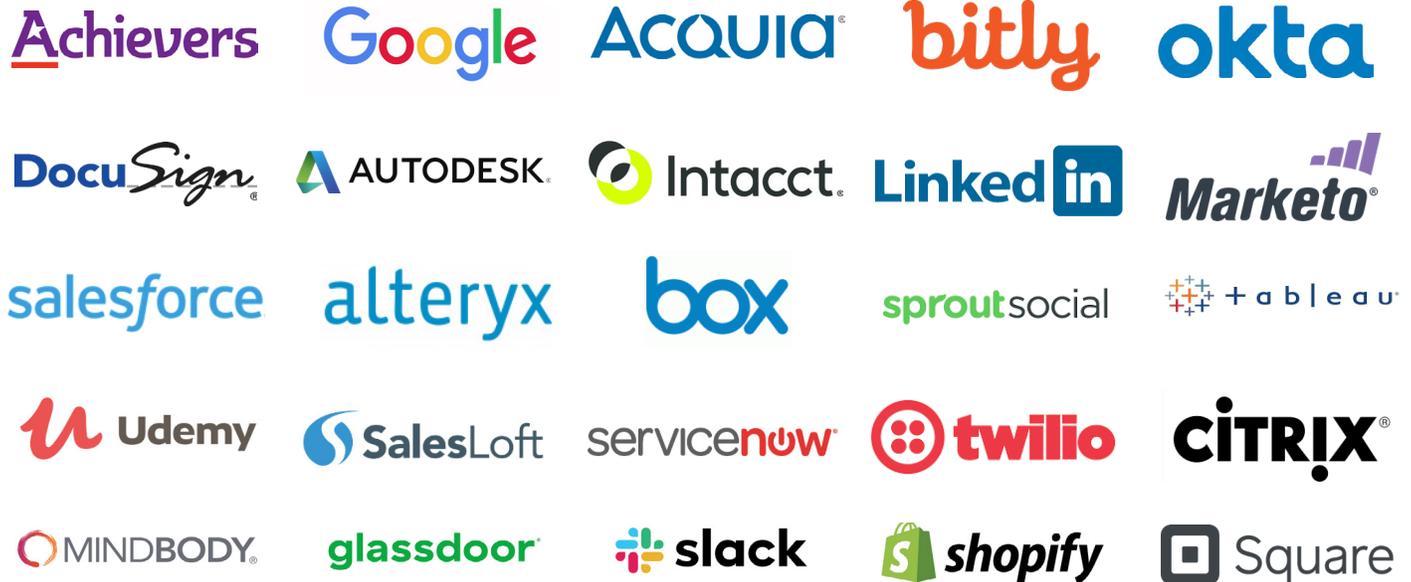
# Sales Training

Driving to Close

2020

# Clients & Testimonials

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**JB Sales is a true trusted partner of Salesforce.** It's amazing how great of an impact their training has had on our business. They adapted the methodologies to reflect our business culture and helped us in the SMB, mid-market and enterprise spaces. Lastly since they know our app so well, the JB Sales team has helped us build a strong inspection culture so we can measure results and make necessary changes to drive better results.

- VICE PRESIDENT, GLOBAL SALES PRODUCTIVITY FOR [SALESFORCE.COM](#)

**Adopting a sales methodology is an iterative process.** The JB Sales portal is the “glue” that makes the methodology stick. Post on-site training, the sales portal acts as the delivery mechanism we use to help reinforce each of the training topics. It also acts as a great resource for my new reps who have yet had the benefit of the on-site training. In my opinion, this is a game changer for the sales training industry. Kudos to John and his team for providing this extremely valuable asset.

- VP OF SALES FOR [MARKETO](#)

**In my entire professional selling career, I've never seen an executive engagement technique as effective as the one the JB Sales team teaches.** Developing a well-crafted e-mail using their approach takes effort, practice, and management reinforcement. However, once done effectively, within a multi-touch approach, hands down, there's no better approach to engaging at an executive level to drive net new business within new and existing accounts. In fact, my Commercial team at Mindjet owed our 2011 finish of 111% against quota to the power of this technique.

- NORTH AMERICAN MANAGER OF SOLUTION SALES FOR [LINKEDIN](#)

# Driving to Close

This program is meant for anyone who is responsible for full-cycle sales for both new and existing accounts. It provides a framework and structure that any sales executive can use to more efficiently manage clients through the sales and/or renewal process.

## OBJECTIVE NEGOTIATIONS

In this session we discuss the main goal of negotiations, when to negotiate and the importance of objectivity and equality throughout the entire process.

### **You'll walk away with:**

- The ultimate goal of negotiations and when to negotiate
- The difference between Quid Pro Quo and the Rule of Reciprocity
- What happens when you give or get too much
- How to create a Scorecard that will help you objectively measure the health of any opportunity in your pipeline and improve forecast accuracy

## MEETING THE CHALLENGE

In this session we explore how to put structure into your preparation, execution and follow up to meetings that will put you in the best position possible for a positive outcome.

### **You'll walk away with:**

- The challenge with meetings
- How to develop a checklist to prepare for meetings efficiently and consistently
- How to create and use templates for agendas, note taking the follow up summary e-mail to maximize results.

## **QUESTIONING SKILLS**

In this session you will learn the different types of questions to use throughout the sales process so you can get the right information from the client to help you develop your solution and stand out from the competition.

### **You'll walk away with:**

- An understanding of open ended, close ended, layering and impact questions including when and how to use each
- The difference between pain and pleasure questioning and why it's important to focus on both
- The critical factor of having a reason for your questions

## **OBJECTION HANDLING**

In this session we explore why objections are so challenging for most sales reps to deal with and how to put ourselves in the best position possible to handle them effectively.

### **You'll walk away with:**

- The reason the client usually wins when it comes to objections
- Why it's so important to be proactive when dealing with objections compared to reactive
- The main objection handling techniques including how and when to use each of them

## **CLOSING**

In this session we talk about the challenge of closing and why it's important to close throughout the process, not just at the end.

### **You'll walk away with:**

- The reasons closing is so difficult
- The two categories of closing (Hard and Soft)
- The main closing techniques including how and when to use each of them

## **Delivery Options:**

### **Remote Delivery**

3 two-hour sessions delivered over 2 weeks  
Review of homework assignments

### **Onsite Delivery**

Full-day session  
Interactive hands-on exercises

### **Online Portal**

- 1 year of access
- Structured learning environment
  - Video sessions that deliver core content
  - Actionable exercises that focus on real-world scenarios which can be applied immediately after the training
- Progress reporting available
- JB Sales Certification for LinkedIn profile

### **On-Demand**

- 1 year of access
- Structured learning environment
  - Video sessions that deliver core content
  - Actionable exercises that focus on real-world scenarios which can be applied immediately after the training
- Progress reporting available
- JB Sales Certification for LinkedIn profile

## **Reinforcement Plan:**

### **PRE-TRAINING (MANAGERS)**

30 days prior to the training session all managers will be set up on the JB Sales online training portal with access to the content associated with the training to review content, exercises and manager's guide.

2 weeks prior to the training session a call will be scheduled with managers to review feedback, answer questions, and discuss reinforcement, tracking and expectations for the team post training.

### **PRE-TRAINING (SALES TEAM)**

2 weeks prior to the training session the Sales Team will receive an e-mail to register for the training which will give them exclusive access to:

- Resource page with supporting materials
- Weekly e-mail blog that provides tips and topics specific to the training
- Facebook Group moderated by JB Sales team and a community of over 2000 sales professionals sharing ideas and helping each other excel

### **POST-TRAINING (MANAGERS)**

Managers will have access to the JB Sales online training portal 30 days post-training to assist with the adoption, reinforcement and coaching of the content.

1 week post-training a call will be scheduled with the managers to discuss feedback from the team and coaching needs.

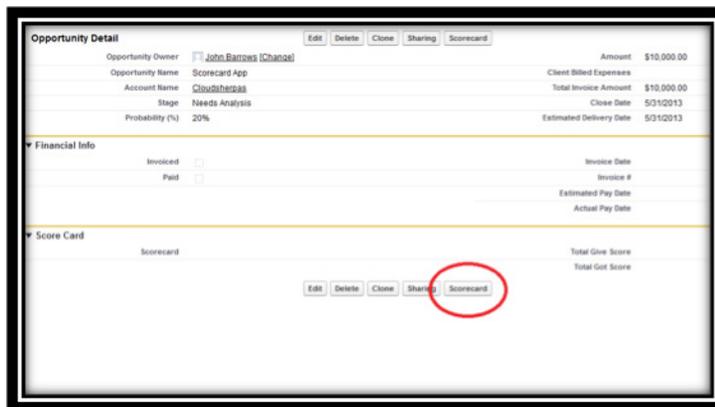
### **POST-TRAINING (SALES TEAM)**

- Weekly e-mail blog with tips and content specific to training
- FB group for direct access to the JB Sales team and other sales professionals who have gone through the training and are looking to improve and help each other
- A one-hour remote meeting scheduled with the team 30 days post-training for Q&A and refresher on content.
- Direct access to JB Sales trainers through social channels like Instagram, LinkedIn and
- Facebook

# The Scorecard Application: Salesforce.com

(Accompanies the 'Objective Negotiations' module of the Driving to Close program)

The Scorecard Application supports the adoption and reinforcement of the 'Objective Negotiation' module of the 'Driving to Close' training program. It is a managed application on the Salesforce AppExchange that can easily be installed as an object in the Opportunity field in your Salesforce instance (Professional or Enterprise edition). You can define multiple Scorecard Templates for the different types of deals. The "score" of the deal can also be included in the forecast report and compared to the forecasted percentage to identify the objective health of any opportunity.



Scoring				Scoring						
Points	Customer expectations (Give)	Gave	# of Times	Total	Points	Vendor expectations (Get)	Asked and Awaited	Asked but Denied	Got	Total
1	Info Packet	<input checked="" type="checkbox"/>	1	1	1	Qualification Call (accept Outlook invite)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
2	Names of clients	<input type="checkbox"/>	0	0	2	Sales team structure and approach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2
3	Competitive differentiators	<input type="checkbox"/>	0	0	3	Competition - current and new	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	3
4	Examples of techniques	<input checked="" type="checkbox"/>	1	4	4	Defined need/compelling event	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	4
5	Web presentation to DM team	<input type="checkbox"/>	0	0	5	Org Chart/Exec priorities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
6	Training program outline	<input checked="" type="checkbox"/>	1	6	6	DM timeline & process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
7	Portal Access	<input type="checkbox"/>	0	0	7	Evaluation criteria and defined next step	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
8	Meeting without all DMs	<input type="checkbox"/>	0	0	8	Champion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8
9	SOW	<input checked="" type="checkbox"/>	2	18	9	Meeting with each/all DMs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
10	References	<input type="checkbox"/>	0	0	10	Commitment to call by specific date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
11	More time to make a decision (up to 2 weeks)	<input type="checkbox"/>	0	0	11	Internal referral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
12	Hand off to Finance/Procurement	<input type="checkbox"/>	0	0	12	Commitment from Power to reengage if necessary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
13	Better terms/conditions	<input type="checkbox"/>	0	0	13	Confirmed signature date w/meeting scheduled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
14	Discount	<input type="checkbox"/>	0	0	14	Larger volume deal - reinforcement tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
15	Day in the life or significant customization	<input type="checkbox"/>	0	0	15	Testimonial/Logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
16	Hold date	<input type="checkbox"/>	0	0	16	Signed contract	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0
<b>Total Score</b>				<b>TOTAL SCORE GIVES</b>	<b>TOTAL SCORE GETS</b>					
				29	18					

**Got more questions?**

**LET'S CONNECT**

