

# Filling the Funnel

**Proven training for driven sales teams, optimized for remote delivery and immediate results.**

We've trained thousands of sales professionals spanning hundreds of companies, many of which are the fastest growing technology companies in the world. Our Signature programs are designed to give you and your sales team the structure, tools and techniques they need to drive immediate results while positioning them for long term success.

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The JB Sales team continually find ways to adapt and adjust prospecting tactics and strategies to stay relevant and successful in changing times and environments.

Executive



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The high-integrity, ultra-logical approach to prospecting, selling and negotiating the close stands out from the crowd by a mile.

Executive



## Our Courses

# Filling the Funnel

This program is meant for anyone who is responsible for generating qualified meetings with target accounts. The main focus is outbound prospecting into new accounts but the program is also relevant to teams who deal with inbound leads and also ones who need to get more business from existing accounts.

### Course Details:

#### **SETTING THE STAGE**

- The Death of the Average Sales Rep
- Context over content
- The Science vs the Art of Sales
- Know Your Success Equation
- The fundamental process of Sales – AIDA

#### **DEFINE YOUR TARGET**

- The details of account segmentation and prioritization
- Your tailored, targeted and templated approaches to each segment

#### **TARGET YOUR RESEARCH**

- Identifying the triggers that align with your solution
- Efficient research to find the triggers/reason to reach out to your accounts

#### **KNOW YOUR PERSONAS**

- The Power Line and pros/cons of top-down versus bottom-up approach
- Understanding the current top priorities and challenges of the executives you reach out to so you can speak their language

#### **DEVELOPING THE MESSAGE**

- Characteristics of effective ‘Attention Grabbers’ that earn interest in the first 5-15 seconds
- A messaging formula to generate multiple Attention-Grabbing statements
- [Exercise: Develop Attention-Grabbing statements using the messaging formula. Submit for review and feedback.](#)

#### **DELIVERING YOUR MESSAGE (EMAIL)**

- The optimal amount of personalization in an e-mail
- The “AIDA” e-mail approach
- E-mail examples and templates

## (Filling the Funnel Continued)

### **DELIVERING YOUR MESSAGE (PHONE)**

- The difference between weak and powerful introductions over the phone
- Breaking through the noise with calls and voicemails that get a response using the “Winning Call”
- LinkedIn voicemails and video calls
- [Exercise: Develop an AIDA e-mail to one of your Tier1 Accounts](#)

### **LEVERAGE SOCIAL**

- Leveraging social listening tools and to get alerts on triggers for your Tier1 accounts
- What to look for and how to look for it
- Creating your morning routine

### **BUILDING YOUR PERSONAL BRAND**

- Why building your personal brand is so important
- The key to authentic brand building
- Sharing content with context

### **IMPLEMENT YOUR CONTACT STRATEGY & STRUCTURE YOUR APPROACH**

- The optimal contact strategy
- Structuring your ‘tailored’ approach to your Tier1 accounts
- Setting up your morning routine
- Owning your calendar

# Delivery Options

## Live Remote

### What You Get:

- (3) two-hour live remote sessions within 1-2 weeks for up to 30 participants
- Pre session kick off call with leadership for customization
- Review of exercise homework and feedback
- 30 Day access to the online version of the training program purchased
- Access to Premium Resource Library
- One-hour follow up call with Customer Success for reinforcement
- Testing and certification

## Online Portal

Our online portal platform includes all of the content from the JB Sales 'Filling the Funnel' and 'Driving to Close' training programs in pre-recorded video format to help address onboarding, reinforcement and coaching.

### What You Get:

- Core training content pre-recorded videos vary in length from 3-10 minutes for each module
- Actionable exercises for each module that focus on real-world scenarios that can be applied immediately after the training
- The Scorecard Application (details below)
- Can be consumed via self-direction or group-led
- Includes testing and certification
- Includes 1-hour kickoff call and 1 hour wrap up call

# 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

# Additional Options

## Scorecard App

The Scorecard Application supports the adoption and reinforcement of the 'Objective Negotiation' module of the Driving to Close training program.

**It includes:**

- Managed application on the Salesforce AppExchange
- Installed as an object in the Opportunity field in your Salesforce instance (Professional or Enterprise editions)
- Multiple Scorecard Templates can be set up to account for different types of deals, industry, or other deal differentiators within your organization.
- Deal 'scores' can be added to existing forecast reports to help identify the objective health of an opportunity