

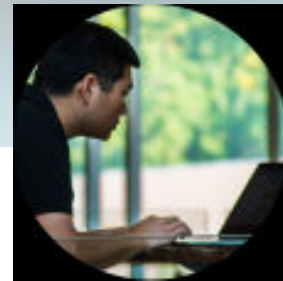


Prospecting Training for Inside Sales

Leads To Sales (LTS) develops and delivers customized inside sales (ISS) training programs based on over 30 years' experience managing the ISS process. The customized nature of our training is unique. On a micro-level, there are several modules that incorporate direct input from our clients, supported by LTS' experience. On a macro-level, the training session will be aligned with the objective of preparing the team to meet specific (often existing) targets and quotas. This customized approach enables us to not only introduce new content and best practices, but also reinforce the direction and vision of sales management. Our approach to training does not end with the training session itself. LTS establishes an on-going communication platform that facilitates third-party reinforcement of sales management objectives, and ensures best practices become standard operating procedures.

Our comprehensive and collaborative development and delivery process includes:

- Pre-training consultation/planning with management
- Customized training documentation materials
- Full-day on-site training session conducted by LTS President
- Hands-on engagement, including role plays, development of "tools you can use tomorrow"
- Tackle account-specific challenges
- On-going support for two months including teleconferences and ad-hoc/situational phone consultation



Our modular approach prepares your team pragmatically in alignment with existing goals and objectives. Each module is custom-built, and includes account-specific challenges. Corresponding exercises and tools combine to give your reps a comprehensive training experience designed to deliver results tomorrow.

**MODULE ONE -
FUNDAMENTALS**

**MODULE TWO -
TECHNIQUES**

**MODULE THREE -
BEST PRACTICES**

EXERCISES – TOOLS – ACCOUNT SPECIFIC CHALLENGES

MODULE ONE - FUNDAMENTALS

- Why are we here? A Motivational Intro – *Purpose of ISS at your company, individual purpose as a rep, challenges of a blended (inbound/outbound) calling team*
- The phone – *Benefits/challenges, language, and listening*
- The customer – *Industry(ies) buy cycle, buyer personas, what it's like on the other end of the phone*
- The conversations – *Prospecting, follow-up, closing, relationship-based*

MODULE TWO -TECHNIQUES

- Value propositions and call openings – strategy and tactics for successful conversations
- Using questions effectively – situational questioning, building a question bank
- Handling objections

MODULE THREE – BEST PRACTICES

- Writing effective emails
- Finding the right person
- Using LinkedIn, Google Alerts, sales data
- The emerging(?) role of AI
- Voice mail myths and mistakes
- Pre-call planning
- Account-based marketing
- Dealing with gatekeepers
- Staying motivated/planning your day

EXERCISES AND TOOLS

- Effective questioning
- Call openings
- Voice mail
- Buyer persona matrix
- Objection matrix
- Value proposition matrix

