Accelerating client business results...

Client need

Recognizing the need to develop its salespeople, an organization sought fast, high-quality training for salespeople and sales managers that was cost effective and easy to deploy. The organization needed development that would be relevant and applicable in the moment of need, enabling sellers and managers to perform in common, critical situations. They also needed something that could be delivered both by internal leaders and remotely in a group session – eliminating the need for travel.

The solution...

The organization partnered with BTS to create a solution that consisted of:

- **One-hour virtual modules,** focused on what great looks like when gaining access to C-suite and building credibility.

- **Modern research-based content,** that is designed with the end user in mind and the tools they need be great when it counts.

- **Simulated experiences, virtual and remote,** allowing for practice of new skills in a risk-free environment.

- **Structured application** that helps salespeople take learning into the field.

- **Support in the time of need** by helping managers coach to great behavior quickly and easily.

Tangible results in the field.

Program participants shared results such as...

> **Gained access to the CFO and successfully lay out a roadmap by obtaining mutual agreement on what the needs were and what steps it would take to bring about a solution, it brought us much closer and next steps**

> **Gain access to the CEO early, he will be instrumental in the funding of this project and it was always my goal to get to him early, but as a result of the training I was able to gain access in a more efficient way demonstrating credibility immediately**

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Engaging an Executive, Resolving Objections, Effective Negotiations

Prework

Case Study

Participants review the case study and gather initial information about the marketplace and key stakeholders
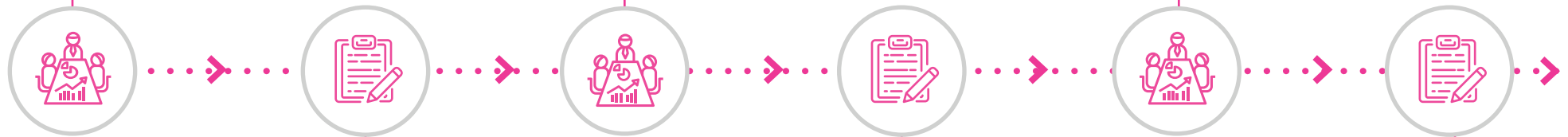
Round 2

Simulation

Participants are sent additional information about the customer and the marketplace and put content from Module One into action

Round 3

Simulation

Teams formulate and deliver a proposal and navigate objections in a virtual role-play

Module One
Engaging an Executive

Engaging and Executive Prep Tool

Module Two
Resolving Objections

Objection Handler Tool

Addressing Objections During Critical Sales Moments
OBJECTION HANDLER

ACKNOWLEDGE
- Listen closely.
- Demonstrate your understanding and empathy for their concern.

ISOLATE
- Use high-impact questions to isolate the root cause of the customer's concern.

RESOLVE
- Based on the root cause, collaborate with the customer on options to achieve the desired outcome.
- Take the appropriate, agreed upon action to resolve the objection.

Module Three
Effective Negotiations

Negotiation Variables

Price	Volume	Specifications	Delivery	Payment Terms	Contract Terms	Training/ Support	Testing/ Trials	Incentives/ Guarantees
Investment level for the product or solution	Volume discounts, number of units for stated investment	Types of products, quality levels, or product features	Delivery methods, delivery schedules, or inventory commitments	Deferred payments, performance-based payments, deposits, or payment fees	Contract length, warranties, fees, provisions, etc.	Service level, onsite support, training, dedicated team, etc.	Trial period, testing, performance reporting, etc.	Rebates, performance guarantees, future purchase guarantees

Solution
Variables related to the product or service provisions

Terms
Variables related to the terms of the agreement

Performance
Variables related to performance

Final Round

Simulation

Teams complete final proposal and negotiations in a virtual role-play, Sales Leaders/Managers provide feedback

Application in real accounts throughout the simulation

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