

# ESSENTIAL B2C SALES TRAINING TOPICS

Ready to put your analyst hat on? For each of the sales training topics below, check the box that best reflects your current training. At the end, you'll add them up and find out what to do next.

## MY CURRENT TRAINING IS...

### FOUNDATIONAL SALES BEHAVIORS: *ESTABLISH WHAT IT TAKES TO BE GREAT.*

|                              | VERY EFFECTIVE | NOT EFFECTIVE | NONEXISTENT |
|------------------------------|----------------|---------------|-------------|
| Behaviors that drive results |                |               |             |
| Behavioral self-assessment   |                |               |             |

### DISCOVER AND RELATE: *BUILD A RELATIONSHIP WITH YOUR CUSTOMERS AND GET TO KNOW THEIR NEEDS.*

|                                               | VERY EFFECTIVE | NOT EFFECTIVE | NONEXISTENT |
|-----------------------------------------------|----------------|---------------|-------------|
| Greeting every customer effectively           |                |               |             |
| Adapating and mirroining communication styles |                |               |             |
| Responding to an unhappy customer             |                |               |             |
| Demonstrating empathy                         |                |               |             |
| Asking relationship-building questions        |                |               |             |
| Open-ended and close-ended questions          |                |               |             |
| Probing for needs and listening actively      |                |               |             |
| Taking ownership                              |                |               |             |
| Confirming and summarizing needs              |                |               |             |
| Conducting an account review                  |                |               |             |

### EDUCATE AND POSITION: *DEMONSTRATE OPTIONS WHILE PROVIDING A GREAT CUSTOMER EXPERIENCE.*

|                                              | VERY EFFECTIVE | NOT EFFECTIVE | NONEXISTENT |
|----------------------------------------------|----------------|---------------|-------------|
| Building credibility                         |                |               |             |
| Challenging the status quo respectfully      |                |               |             |
| Knowing your value propositions              |                |               |             |
| Keeping up with product knowledge            |                |               |             |
| Knowing the competition                      |                |               |             |
| Explaining features and benefits effectively |                |               |             |
| Giving effective demos                       |                |               |             |
| Upselling and cross-selling                  |                |               |             |
| Recommending attachments                     |                |               |             |
| Using trial close questions                  |                |               |             |
| Recognizing buying signals                   |                |               |             |

# ESSENTIAL B2C SALES TRAINING TOPICS

## MY CURRENT TRAINING IS...

OVERCOME OBJECTIONS AND CLOSE: REPEAT AFTER ME: AN OBJECTION IS USUALLY JUST A REQUEST FOR MORE INFORMATION.

|                                     | VERY EFFECTIVE | NOT EFFECTIVE | NONEXISTENT |
|-------------------------------------|----------------|---------------|-------------|
| Positioning against a competitor    |                |               |             |
| Handling price objections           |                |               |             |
| Overcoming "not now"                |                |               |             |
| Making it easy for customers to buy |                |               |             |
| Asking for the sale                 |                |               |             |

THANK: SHOW YOUR CUSTOMERS HOW MUCH THEY MATTER AND WIN THE RIGHT TO KEEP SERVING THEM.

|                                           | VERY EFFECTIVE | NOT EFFECTIVE | NONEXISTENT |
|-------------------------------------------|----------------|---------------|-------------|
| Thanking the client in a personalized way |                |               |             |
| Setting expectations for next steps       |                |               |             |
| Asking for referrals                      |                |               |             |

ESPECIALLY FOR SALES MANAGERS: HOLD SALESPeOPLE ACCOUNTABLE FOR APPLYING SKILLS THEY LEARNED IN TRAINING.CHANGE THAT

|                                              | VERY EFFECTIVE | NOT EFFECTIVE | NONEXISTENT |
|----------------------------------------------|----------------|---------------|-------------|
| Strategic time management for sales managers |                |               |             |
| Collecting data to measure performance       |                |               |             |
| Conducting observations and ride alongs      |                |               |             |
| Effective one-on-ones                        |                |               |             |
| Leading team meetings                        |                |               |             |
| Reinforcing great behaviors                  |                |               |             |
| Helping your team improve                    |                |               |             |
| Setting goals                                |                |               |             |

SO, IS YOUR CURRENT SALES TRAINING PROGRAM LEADING THE PACK, LOOKING FOR A CHAMPION, OR A PIONEER'S DREAMS? FIND OUT WHAT YOUR SCORE MEANS ON THE NEXT PAGE.

| TOTAL VERY EFFECTIVE CHECKS                          | TOTAL NOT EFFECTIVE CHECKS | TOTAL NONEXISTENT CHECKS |
|------------------------------------------------------|----------------------------|--------------------------|
|                                                      |                            |                          |
| X2                                                   | X1                         | X0                       |
| =                                                    | =                          | =                        |
|                                                      |                            |                          |
| ADD UP ALL OF YOUR SUBTOTALS TO GET YOUR FINAL SCORE |                            |                          |
|                                                      |                            |                          |

# IF YOU SCORED...

**87-108**  
**LEADING THE PACK**



## YOU SHOULD:

### Optimize, then write a book

Your program is robust and ready to help your sales professionals win. Now it's time to get feedback.

How could it be even better? Are the delivery methods working well? Do sales professionals need any refresher training on past topics?

## HOW WE CAN HELP

Modern sales training is consistent and mobile-friendly rather than event-based. It's also tailored to your unique challenges.

We provide custom-built, self-paced microlearning made for busy sales professionals. They can learn on the go and get back to selling.

If any of your content or delivery methods need a reboot, we're here to help.

**54-86**  
**LOOKING FOR A CHAMPION**



## YOU SHOULD:

### Prioritize

Ineffective content has been holding you back for too long, and you're ready to step up your company's sales training game.

You've identified the gaps, so now you can prioritize. Where can you get quick wins and immediately make a difference?

This work needs a champion with persistence and grit. Could that be you?

## HOW WE CAN HELP

You might benefit from a workshop. It's a service we offer to training and sales leaders who need a gameplan to get their program on the right track.

We'll review what you have today, understand what you want to change, and help you decide what to do next.

**0-54**  
**A PIONEER'S DREAM**



## YOU SHOULD:

### Phone a friend

You identified a lot of missing or outdated content. Take a deep breath and see this as an opportunity. When it comes to creating a modern sales training program, sometimes it's easier to start from the ground up.

### It's time to roll up your sleeves.

Word to the wise: to get it all done, you'll need the right experts in your corner.

## HOW WE CAN HELP

We can help you design a training program that gives your sales professionals the knowledge, skills, and behaviors they need to get results.

**Bonus:** we'll even help align your stakeholders.

Already have a strategy? We can support your content development and help you get it done in time for launch.