MASTERCLASSES, WORKSHOPS & TRAINING REINFORCEMENT

COMPREHENSIVE AND ONGOING TRAINING FOR SALES PROFESSIONALS AND LEADERS

Sales Gravy

A COMPLETE SYSTEM OF SALES TRAINING

LAND - EXPAND - RETAIN

In addition to our compact workshops, we offer a complete system of fully customizable, module-based sales training curriculums that span the entirety of the customer journey, including: *Business Development, Sales, Negotiation, Account Management and Expansion, and Customer Retention.*

COURSE WORK INCLUDES:

- Fanatical Prospecting®
- Sales EQ
- Customer Experience Selling (B2C)
- Mastering Sales Objections
- Message Matters
- Business Outcome Selling™
- Inked: Closing and Negotiation Skills
- Adaptive Account Management
- Account Expansion Selling™
- Up-Sell & Cross-Sell Mastery
- Selling the Price Increase
- Customer EQ™
- Adaptive Partnering: Channel Mgmt.
- Virtual Selling Skills
- Social Selling Skills
- Situational Sales Coaching™

SALES TRAINING REINVENTED

One system. One language. Higher performance.

A Complete System of Sales and Leadership Training

Sales EQ™

Sellers leverage a new psychology of selling to engage stakeholders, keep deals advancing, shape and influence buying decisions, and deliver a legendary buying experience.

Customer EQ™

Provides all customer-facing professionals with the emotional intelligence skills necessary to build and maintain strong relationships with clients and ensure customer satisfaction.

Fanatical Prospecting®

Equips your sellers with an easy-to-deploy prospecting system and the confidence to effectively fill the pipeline with high-quality prospects while increasing sales productivity.

Leadership EQ

Enables sales leaders to effectively manage their sellers, coach key sales behaviors, and build high performing sales teams.

$G Sales Gravy

THE LEADER IN SALES TRAINING INNOVATION

Sales Gravy is the leader in sales training innovation. We developed and perfected an unparalleled Sales Learning Experience™ that keeps participants engaged and makes knowledge stick.

Our framework-based curriculum methodology seamlessly flexes to and integrates into existing sales, account management, and customer success processes & systems, making it easier for learners to assimilate concepts and actualize them in the real world.

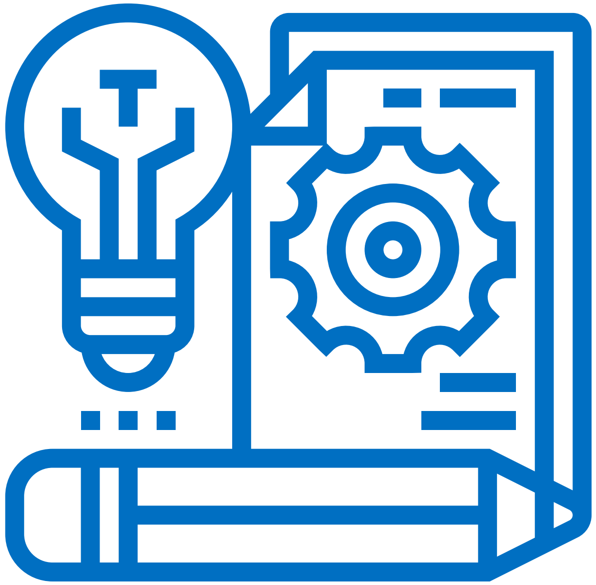
We are known for our ability to shape training around your culture and to speak your sales organization's language.

Since 2007, our team has collectively delivered more than 30,000 hours of sales training to 200,000+ participants on every continent on the globe except Antartica.

METHODOLOGY & DESIGN

Our framework-based methodology seamlessly flexes to and integrates into your defined sales and account management processes & systems, making it easier for your learners to assimilate concepts and actualize them in the real world.

Our innovative course design, media, and Virtual Learning Experience™ delivery flex to adult learning preferences and are responsive to multigenerational learning styles.

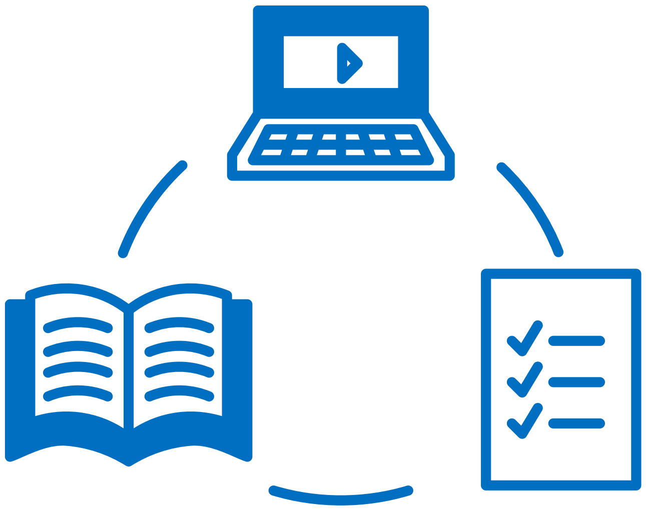


CUSTOMIZATION

Prior to delivering sales training, our master trainers do extensive research on your organization, unique selling processes, sales roles, and go to market strategies to shape the training curriculum around your unique language and selling situations.

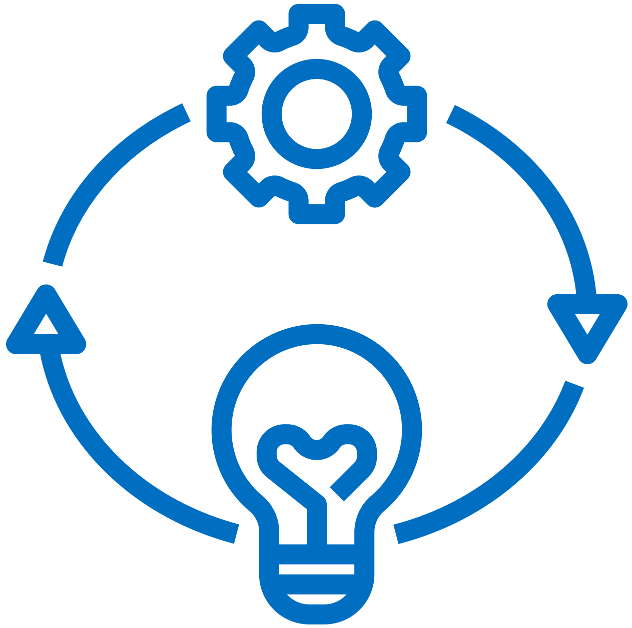
Although our masterclasses and workshops are ready to go off the shelf, in some situations it makes sense to customize the curriculum and develop role specific and real world practice case studies for role-plays and exercises.

In these cases, our team will collaborate with you to customize training to achieve your desired learning outcomes.



CONTINUOUS LEARNING

Post-training anchor sessions and mastermind groups boost knowledge retention, engage your team, and drive permanent behavior change by reinforcing concepts learned in the classroom. New skills are actualized in the real world immediately following training.



Sales Gravy Master Trainers & Coaches get hands-on with your sales team to coach and reinforce new behaviors on the job through pipeline reviews, one-to-one coaching, field rides, and side-by-sides.

VIRTUAL LEARNING EXPERIENCE

We developed and perfected an unparalleled Virtual Learning Experience™ (VLX) that keeps participants engaged and makes knowledge stick.

We leverage professional broadcast and cinema quality equipment and assign a professionally trained producer and camera operator to each workshop session.

CLICK PLAY OR SCAN TO LEARN MORE ABOUT OUR VIRTUAL LEARNING EXPERIENCE™ (VLX)

MASTERCLASSES

COMPREHENSIVE MASTERCLASSES FOR SALES PROFESSIONALS AND LEADERS

Sales Gravy

DELIVERY MODALITIES & TRAIN-THE-TRAINER

Our complete training system covers all customer facing roles and creates a common language and learning path to help you build high-performing business development, sales, account management, and customer success teams.

Training may be delivered in ILT or VILT modalities, or through on-demand learning paths hosted on your LMS or the Sales Gravy University learning platform.

We even have the option to certify your in-house trainers to implement our curriculum and methodologies. This gives you the flexibility to deploy training on your terms.

MASTERCLASS TRAINING TOPICS

- Fanatical Prospecting®
- Virtual Selling
- Sales EQ™
- Inked | Closing and Sales Negotiation Skills
- Mastering Sales Objections
- Situational Sales Coaching™
- R.I.S.O.R.
- Message Matters
- Business Outcome Selling Strategies™
- Selling The Price Increase
- Selling In Volatile Times

$G Sales Gravy

FANATICAL PROSPECTING®

ABOUT THE COURSE

Fanatical Prospecting® is a high-impact, comprehensive sales training curriculum that builds the core competencies for outbound prospecting, objection handling, qualifying, targeting, time management, pipeline discipline, and sales productivity.

LEARNING OUTCOMES

- Develop a Fanatical Prospecting® mindset
- Confidently approach outbound prospecting activity
- Craft engaging prospecting messages
- Handle prospecting objections, and set more appointments with qualified opportunities
- Protect the Golden Hours for increased sales productivity (Time Discipline)
- Manage and Leverage the CRM
- Leverage proven frameworks for prospecting via multiple channels, including:
  - Phone
  - Email
  - Text & Direct Messaging
  - LinkedIn and Social Media
  - In-Person (role dependent)
- Deploy effective prospecting sequences
- Targeting, segmenting, and qualifying strategies

VIRTUAL SELLING

ABOUT THE COURSE

Virtual Selling teaches sales professionals how to leverage video-based technology, digital tools, and virtual communication channels (video, phone, email, text, direct messaging, social media) to engage prospects, advance pipeline opportunities, seal the deal, and expand relationships with customers.

LEARNING OUTCOMES

- Leverage technology, digital sales tools, and virtual communication channels to increase the number of connections they make and accelerate the speed at which they make those connections
- Prospect effectively with video, phone, email, and social media to fill the sales pipeline with qualified opportunities
- Blend virtual selling into your existing sales process to accelerate pipeline velocity and improve productivity
- Conduct effective virtual sales calls – advance opportunities through the pipeline, handle objections, and close sales
- Deliver engaging virtual presentations and demos
- Build lasting relationships with remote buyers and make virtual selling more human

SALES EQ™

SALES EQ™

ABOUT THE COURSE

Sales EQ™ is a comprehensive complex selling skills masterclass. In this course, your sellers will gain the tactics, techniques, and tools required to successfully compete for the complex account in a multi-call sales cycle with modern buyers.

LEARNING OUTCOMES

- Develop, plan, and execute a winning complex sales strategy
- Qualify pipeline opportunities and forecast accurately
- Conduct effective First Time Appointments that advance to the next step
- Advance opportunities through the pipeline with micro-commitments
- Ask more impactful questions and conduct effective discovery
- Stakeholder mapping and communicating to the four buyer style types
- Develop and present compelling business cases that differentiate
- Handle buying commitment objections and close the sale
- Leverage sales specific emotional intelligence, to gain a decisive competitive edge

SALES EQ™

BUSINESS OUTCOME SELLING STRATEGIES™

ABOUT THE COURSE

Business Outcome Selling Strategies (BOSS) is our masterclass for sales professionals who are responsible for selling large, enterprise, global, and strategic accounts. This game changing course teaches the tactics and strategies required to differentiate and win high-stakes, complex deals.

LEARNING OUTCOMES

- Strategic sales planning leveraging the BOSS Deal Planner
- 9 Box Qualifying
- Deal strategy and Ideal Advance Next Steps Mapping
- Stakeholder mapping and relationship strategies
- ACED stakeholder persona analysis
- MLP Strategy
- Competitive and SWOT Analysis
- SCORE Discovery Framework
- Team selling strategies and working effectively with internal resources
- Solutions, Recommendations, and Business Outcome Mapping
- Enterprise Level Messaging, Proposal, and Presentation Strategies
- Effective and accurate forecasting
- High-Stakes Negotiation Skills

SALES EQ™

Sales Gravy

MASTERING SALES OBJECTIONS

ABOUT THE COURSE

Mastering Sales Objections teaches sellers how to become rejection proof and gives them the skills, tactics, techniques, frameworks and confidence to effectively handle the four categories of objections faced at each stage of the sales process.

LEARNING OUTCOMES

- Gain objection immunity and become rejection proof
- Neutralize buyer resistance and avoid pitfalls that lead to objections
- Use proven influence frameworks to gain control of sales conversations
- Flex to buyer personas and communication styles
- Leverage the three-step LDA Framework to confidently skip past prospecting objections and secure more appointments
- Set the agenda and skip past red herrings to conduct effective initial meetings
- Advance the sale and avoid stalls with micro-commitments
- Get past next step objections with the three-step value-bridge framework
- Handle buying objections and close the sale with the Five-Step Buying Commitment Objection Framework

SALES EQ™

$G Sales Gravy

INKED | CLOSING AND SALES NEGOTIATION SKILLS

ABOUT THE COURSE

INKED Closing and Sales Negotiation Skills is our powerful master class on effective sales closing skills. This comprehensive course gives your sellers the mindsets, techniques, tactics, strategies, and confidence to get more deals closed, faster.

LEARNING OUTCOMES

- Negotiate for more favorable terms and conditions and protect profits
- Instantly reduce discounting
- Be confident and disciplined in sales negotiations
- Engage in effective sales negotiation conversations
- Develop, plan, and execute a winning sales negotiation strategy for pipeline opportunities

SALES EQ TM

MESSAGE MATTERS

ABOUT THE COURSE

This comprehensive communication skills course provides your sellers with the skills, techniques, and tactics to communicate with confidence and deliver winning presentations that close the sale. Message Matters teaches sales professionals exactly what to say, how to say it, and when to say it to effectively connect with and influence buyers.

LEARNING OUTCOMES

- Formulate compelling sales stories
- Communicate with authenticity
- Deliver powerful presentations in-person, on the phone, and via video conferencing platforms that seal the deal

SALES EQ™

SELLING IN VOLATILE TIMES

ABOUT THE COURSE

Selling In Volatile Times helps sales professionals rapidly gain the competencies to become more efficient and effective prospectors, execute the sales process at a higher level, and manage their mindset in a volatile, disruptive economy. This course is designed to tune up and turn on the critical skills required to compete and win in this challenging environment.

LEARNING OUTCOMES

- Time management techniques and tactics during times of disruption and volatility
- Prospecting sequencing strategies for tough times
- Handling economy-driven prospecting objections
- Sales process fundamentals for selling in an economic crisis
- The Nine Box qualifying methodology
- Identifying and leveling up to decision makers as decision authority shifts
- Maintaining momentum and avoiding stalled opportunities with micro-advances
- Handling micro-commitment objections
- Leveraging the S.C.O.R.E. framework for effective discovery
- The keys to presenting effective business cases and proposals that increase closing ratios
- Navigating the psychology of fear to help stakeholders embrace change
- Handling buying deferment objections
- Negotiating and maintaining pricing integrity during economic disruption

SALES EQ™

ACCOUNT EXPANSION SELLING

ABOUT THE COURSE

In this comprehensive course, account managers learn a complete system and process for selling into and expanding wallet share with existing accounts. Participants learn how to identify and target expansion opportunities and execute the account expansion planning process.

LEARNING OUTCOMES

- Identifying and targeting account expansion opportunities
- Pulling the five account expansion levers that increase wallet share
- Developing and executing account management plans
- Prospecting strategies for new opportunities inside existing accounts
- Stakeholder mapping and developing high, wide and deep relationships
- Executing the Pull Strategy to shape buying decisions
- Competitive displacement strategies
- Upsell and Cross sell mastery
- Executing the sales process, presenting business case, and demonstrating ROI

CUSTOMER EQ

SELLING THE PRICE INCREASE

ABOUT THE COURSE

Account Managers learn a proven system and process for approaching customers with price increases and contract renewals. Participants learn to confidently navigate each step of the price increase sales process from crafting effective price increase messages, to protecting hard-won relationships, developing compelling messaging, making the case for the value they offer, and handling tough objections and negotiations.

LEARNING OUTCOMES

- Navigate multiple price increase scenarios: broad-based, targeted, non-negotiable, negotiable, defending, presenting, and asking
- Neutralize and get past the five big price increase fears and approach customers with relaxed, assertive, confidence
- Avoid the three big mistakes that trigger resentment and drive customers into the arms of your competitors
- The proven five-step price increase sales process
- Mastering price increase conversations
- Develop compelling price increase messaging and Because Statements
- The three psychological drivers of customer price increase acceptance
- The four price increase objection handling frameworks
- Negotiating strategies for high-risk profile accounts

CUSTOMER EQ

SITUATIONAL SALES COACHING

ABOUT THE COURSE

Situational Sales Coaching gives sales leaders the tactics, techniques, skills, and competencies, to coach sales professionals to grow, develop, and win. The module-based course is a deep dive into three topics: Sales Coaching Conversation Essentials, Sales Management System, and Advanced Performance Management.

LEARNING OUTCOMES

- Rapidly Change Poor Sales Behaviors
- Align Goals and Build Development Plans
- Create a Culture of Accountability
- Anchor Sales Training in the Field
- Conduct Effective Coaching Conversations
- Analyze and Identify Sales Performance Gaps
- Provide Ongoing Feedback
- Coach Remote Associates Virtually
- Leverage a System for Sales Management
- Coach Before and After Sales Calls
- Conduct Effective 1:1s
- Conduct Productive Sales Meetings
- Conduct Effective Pipeline Reviews
- Engage in Deal Strategy Discussions
- Develop Individual Territory Plans
- Onboard and Retain Top Talent

S.O.A.R. TRAINING

ABOUT THE COURSE

S.O.A.R. is the ultimate training for Selecting, Onboarding, and Retaining High-Performing Sales Professionals. This course gives sales leaders the foundational skills, strategies, tools, and techniques for effective sales talent management.

LEARNING OUTCOMES

- Leverage a complete system of sales talent management
- Deploy an effective recruiting system that attracts the best and brightest new reps
- Build a sustainable pipeline of prospective reps.
- Conduct conversational interviews that get below the surface and win prospective reps over
- Select reps that fit your organization's culture with the talent, mindset, and competencies to succeed over the long-term
- Onboard new reps effectively and help them rapidly ramp-up and become successful
- Build trust and motivate agents
- Leverage coaching to empower and retain reps

WORKSHOPS

FOCUSED, ONGOING LEARNING FOR SALES PROFESSIONALS AND LEADERS

INTERACTIVE & HIGH-ENERGY

Optimal workshop length in VILT format is 120-minutes. This makes the training content easy to consume while minimizing negative impact on sales productivity.

When delivered in-person, workshop content may expand or be combined with other adjacent workshops. Optimal delivery length for classroom-based ILT is 180-240 minutes.

The workshops are highly interactive and include breakouts and exercises.

To maximize interaction between the instructor and participants, optimal cohort sizes are between 10-25 participants.

SALES TRAINING WORKSHOPS

Our workshop catalog is regularly expanding. If you don't see what you are looking for, we have a deep library of content and the capabilities to develop new workshops just for your team.

- Mastering Telephone Prospecting
- Mastering Voicemail Prospecting
- Mastering Prospecting Objections
- Mastering Email Prospecting
- Mastering Text and Direct Message Prospecting
- Video Prospecting
- How to Build Effective Prospecting Sequences
- LinkedIn and Social Selling Essentials
- Advanced Social Selling Strategies
- Time Management for Sales Professionals
- Goal Setting
- Virtual Presentation Skills
- Advancing With Micro-Commitments
- Mastering First Time Appointments
- S.C.O.R.E. Discovery Framework
- Insight and Stakeholder Mapping
- Selling with Stories
- Selling To The Four Buyer Style Types
- What to Say, When You Don't Know What to Say
- Seven Rules of Sales Negotiation
- Price Increase Messaging

$G Sales Gravy

MASTERING TELEPHONE PROSPECTING

ABOUT THE WORKSHOP

In this workshop, participants learn how to quickly engage and make personal connections with prospects, qualify, set appointments, and move directly into sales conversations by leveraging the phone for outbound prospecting.

LEARNING OUTCOMES

- The four objectives of telephone prospecting
- How to leverage the Five-Step Telephone Prospecting Framework to reduce resistance and improve prospecting outcomes and productivity
- How to craft relevant "because statements" and telephone prospecting messages that convert calls into appointments
- How to leverage High-Intensity Prospecting Sprints to accomplish more prospecting in less time

COMPETENCIES DEVELOPED

- Telephone prospecting
- Communication
- Messaging skills

FANATICAL PROSPECTING®

Sales Gravy

MASTERING VOICEMAIL PROSPECTING

ABOUT THE WORKSHOP

In this workshop, participants learn exactly what to do and say to get prospects to call them back and how to leverage voicemail messages to build familiarity and compel prospects to engage.

LEARNING OUTCOMES

- The three objectives of voicemail messages
- When they should and shouldn't leave voicemail messages
- How to double callbacks with the Five-Step Voicemail Message Framework
- How to develop targeted and personalized voicemails
- How to craft compelling voicemail messages that get returned
- How to leave voicemail messages on social media apps

COMPETENCIES DEVELOPED

- Telephone prospecting
- Communication
- Messaging skills

FANATICAL PROSPECTING®

$G Sales Gravy

MASTERING PROSPECTING OBJECTIONS

ABOUT THE WORKSHOP

In our most popular workshop, participants learn a powerful three-step framework for skipping past prospecting objections, overcoming their fear of rejection, and handling any prospecting objection that is thrown at them.

LEARNING OUTCOMES

- The 3-Step Prospecting Objections Turn-Around Framework
- How to disrupt prospecting objections and gain control of the call
- The science behind the fear of rejection
- How to use the Ledge Technique to rise above disruptive emotions
- How to leverage non-complimentary behavior to flip the script and disrupt patterns
- How to develop effective objection turn-around scripts

COMPETENCIES DEVELOPED

- Prospecting confidence
- Emotional control
- Dealing with setbacks
- Objection handling skills

FANATICAL PROSPECTING®

MASTERING EMAIL PROSPECTING

ABOUT THE WORKSHOP

In this workshop, participants gain techniques, tactics, and strategies for effective email prospecting. They'll learn how to deploy a proven four-step framework for crafting winning email prospecting messages that hook prospects, generate more responses, and convert into appointments.

LEARNING OUTCOMES

- How to leverage the Four-Step Email Prospecting Framework to craft compelling email messages that convert
- The four cardinal rules of email prospecting
- How to avoid spam folders
- How to write compelling subject lines and opening sentences that hook prospects and keep them reading
- Targeted and personalized messaging strategies

COMPETENCIES DEVELOPED

- Email Prospecting
- Communication
- Technical
- Messaging skills

FANATICAL PROSPECTING®

MASTERING DIRECT AND TEXT MESSAGE PROSPECTING

ABOUT THE WORKSHOP

In this workshop participants gain techniques and tactics for leveraging text and direct messaging - the "Swiss Army Knives" of sales communication. They learn how to master these important communication tools to become more agile, effective communicators and engage hard to reach prospects.

LEARNING OUTCOMES

- The Four-Step Direct Message Prospecting Framework
- The Five Rules For Structuring Effective Text Messages
- How to integrate direct messaging into prospecting sequences
- The dos and don'ts of text and direct messaging
- How to use direct messaging to get past gatekeepers
- Direct messaging tools and features
- How to leverage the LCS strategy to improve direct message conversion

COMPETENCIES DEVELOPED

- Text and Direct messaging etiquette
- Communication
- Technical
- Messaging skills

VIDEO PROSPECTING

ABOUT THE WORKSHOP

In this workshop, participants learn how to effectively and efficiently create powerful video prospecting messages that help them stand out from the competition and grab the attention of hard to reach prospects.

LEARNING OUTCOMES

- When to use video prospecting messages
- The Four-Step Video Prospecting Message Framework
- How to craft and shoot video messages that convert
- Essential and easy editing and production techniques
- The keys to getting video messages opened and watched

COMPETENCIES DEVELOPED

- Video communication skills
- Engaging hard to reach prospects
- Messaging skills
- Video technical skills

FANATICAL PROSPECTING®

HOW TO BUILD EFFECTIVE PROSPECTING SEQUENCES

ABOUT THE WORKSHOP

In this workshop, participants learn the seven steps to building and executing effective multi-touch prospecting sequences that improve the statistical probability that sellers engage prospects at the right time, through a preferred channel, with the right message.

LEARNING OUTCOMES

- The seven steps to building effective prospecting sequences
- How to leverage an omni-channel virtual prospecting approach
- How to develop the right targets, pace, and cadence of touches
- When to pull prospects out of a sequence
- How to craft interconnected messages that compel prospects to engage

COMPETENCIES DEVELOPED

- Prospecting
- Business development systems
- Process
- Strategies

FANATICAL PROSPECTING®

Sales Gravy

LINKEDIN AND SOCIAL SELLING ESSENTIALS

ABOUT THE WORKSHOP

In this workshop, participants gain the essential tactics, techniques, tools, and skills for leveraging LinkedIn for prospecting, networking, referrals, personal branding, and sales activities.

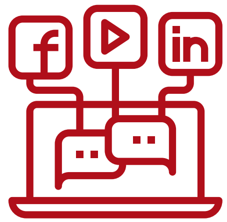
LEARNING OUTCOMES

- How LinkedIn works for sales professionals including the core features, tools, and components
- Social selling rules, etiquette, dos, and don'ts
- Mastering the elements of the LinkedIn profile
- Essentials of personal branding and why it matters in sales
- Networking strategies
- How to write effective connection requests that get accepted

COMPETENCIES DEVELOPED

- LinkedIn technical acumen
- Confidence
- Etiquette

ADVANCED SOCIAL SELLING STRATEGIES



ABOUT THE WORKSHOP

In this workshop, participants learn advanced techniques for using LinkedIn and other relevant social platforms to engage prospects, build familiarity, deliver insight, improve productivity, build a robust pipeline, advance opportunities through the pipeline, and conduct research & discovery.

LEARNING OUTCOMES

- The 5Cs of Social Selling
- How to build better prospecting lists and monitor for trigger events
- How to build LinkedIn into virtual prospecting sequences
- Advanced LinkedIn search and social proximity for stakeholder mapping
- Leveraging social media for insight mapping
- Leveraging LinkedIn Navigator (when applicable)

COMPETENCIES DEVELOPED

- Social selling strategy
- Technical acumen
- Confidence
- Etiquette

FANATICAL PROSPECTING®

Sales Gravy

TIME MANAGEMENT FOR SALES PROFESSIONALS

ABOUT THE WORKSHOP

In this virtual instructor-led workshop, participants learn how to increase productivity by taking control of their time and sales day with proven time management techniques, tools, and tactics.

LEARNING OUTCOMES

- The three things we can control and the key to time discipline
- How to make better choices with time during the sales day and protect the golden hours
- Techniques for managing de-railers and disruptors
- How to improve attention control and reduce multi-tasking
- How to leverage High-Intensity Activity Sprints to get more done, in less time, with lower stress

COMPETENCIES DEVELOPED

- Time discipline
- Awareness
- Productivity skills

FANATICAL PROSPECTING®

Sales Gravy

GOAL SETTING

ABOUT THE WORKSHOP

In this workshop, participants learn the best practices and techniques top performers use for setting winning goals, how to leverage your goals for motivation, and the keys to staying on track even when you hit a wall.

LEARNING OUTCOMES

- How to craft effective goals
- The SMART framework for setting professional, personal, and sales activity goals
- How to remain accountable to your goals
- What to do when you hit a wall

COMPETENCIES DEVELOPED

- The three things you can control
- Tips for accountability & staying on track
- What to do when you hit a wall
- Setting activity targets to achieve sales targets

VIRTUAL PRESENTATION SKILLS

ABOUT THE WORKSHOP

In this fun workshop, participants learn techniques and tips for preparing and delivering impactful and memorable virtual presentations and demos that cause buyers to lean in and engage.

LEARNING OUTCOMES

- Effective virtual presentation organization, structure, and delivery cadence
- How to make virtual presentations interactive and get buyers to engage and talk
- The psychology of virtual presentations, pattern disrupters and the hammock principle
- How to conduct pre-demo and virtual presentation preparation

COMPETENCIES DEVELOPED

- Presentation skills
- Communication skills

FANATICAL PROSPECTING®

ADVANCING WITH MICRO-COMMITMENTS

ABOUT THE WORKSHOP

In this workshop, participants will learn how to leverage micro-commitments— a series of low-risk commitments— to advance pipeline opportunities, shorten sales cycles, avoid stalled deals, and increase closing ratios.

LEARNING OUTCOMES

- How to plan ideal advances & next steps (IANS)
- Pre-call planning & determining targeted next steps
- How to test and qualify buyer engagement
- How to leverage the investment effect to improve win probability
- How to ask for next steps
- Three-step micro-commitment objection turn-around framework
- How to build value-bridge messages that compel buyers to make micro-commitments

COMPETENCIES DEVELOPED

- Advancing
- Planning
- Communication
- Objection handling skills

FANATICAL PROSPECTING®

MASTERING FIRST TIME APPOINTMENTS

ABOUT THE WORKSHOP

In this workshop, participants will learn exactly how to successfully conduct and control FTA conversations, ask impactful discovery questions, and consistently advance new opportunities to the next step.

LEARNING OUTCOMES

- The four objectives of first time appointments
- How to leverage the four-step FTA agenda framework to gain control of the conversation
- How to conduct effective pre-call planning
- How to get in sync with a prospect and create a deeper emotional connection
- How to advance to the next step with compelling value-bridges

COMPETENCIES DEVELOPED

- Relationship and rapport building
- Sales conversation structure
- Communication skills
- Discovery skills
- Advancing skills

SALES EQ™

Sales Gravy

S.C.O.R.E. DISCOVERY FRAMEWORK

ABOUT THE WORKSHOP

In this workshop, participants learn a proven methodology (S.C.O.R.E) for developing effective questions, structuring successful discovery conversations, and uncovering the information required to develop a compelling business case and value-bridge.

LEARNING OUTCOMES

- How to leverage the S.C.O.R.E. Discovery Framework and the dual process discovery question funnel
- How to uncover stakeholder lists, criteria for evaluation, desired business outcomes, real state situations, and end state aspirations
- How to leverage deep listening skills to trigger the self-disclosure loop
- Four principles of effective discovery conversations and the seven keys of effective listening

COMPETENCIES DEVELOPED

- Discovery
- Questioning
- Listening skills

SALES EQ™

Sales Gravy

INSIGHT AND STAKEHOLDER MAPPING

ABOUT THE WORKSHOP

In this workshop participants learn how to uncover and identify all key stakeholders, identify potential naysayers and obstacles to winning, identify knowledge gaps, uncover business challenges and map those insights to desired business outcomes, and transfer this knowledge into more meaningful and differentiated sales conversations that lead to a compelling business case.

LEARNING OUTCOMES

- How to identify and map account stakeholders: Buyers, Amplifiers, Seekers, Influencers, and Coaches (B.A.S.I.C.)
- How to map insights surfaced during discovery to desired business outcomes and the personal motivations of the stakeholders
- How to leverage the insight map to neutralize or eliminate the stakeholder group's perceived alternatives to doing business with you
- How to gain stakeholder group consensus prior to advancing to the business case presentation stage

COMPETENCIES DEVELOPED

- Strategic Selling
- Discovery
- Research
- Relationship Building Skills

SALES EQ™

SELLING WITH STORIES

ABOUT THE WORKSHOP

In this virtual instructor-led workshop, participants will learn the Story Spine Framework for leveraging stories to grab attention, compel buyers to lean into their message, present information in a more consumable format, engage with authenticity, and convert sales conversations into closed deals.

LEARNING OUTCOMES

- How to tell compelling sales stories with the Story Spine Framework
- The essential elements of compelling stories
- The human psychology behind story telling and how stories engage the buyer's brain
- How to engage stakeholders with authentic stories in organic conversations
- The Tell - Compel - Sell cadence for creating a collaborative buying experience

COMPETENCIES DEVELOPED

- Communication
- Presentation
- Relationship building skills

SALES EQ TM

Sales Gravy

SELLING TO THE FOUR BUYER STYLE TYPES

ABOUT THE WORKSHOP

In this insightful, value-packed workshop, participants learn how to build relationships, gain trust faster, deliver more compelling presentations, and close and negotiate with confidence by flexing to their buyers' preferred communication styles.

LEARNING OUTCOMES

- How to quickly identify the four buyer style types: Analyzers, Consensus Builders, Energizers, and Directors
- How to adjust their approach for each buyer style type to build rapport and trust faster
- Do's and Don't's with each buyer style type
- How to work with with challenging style types and personality conflicts
- How to leverage the similarity bias to influence buyer behaviors

COMPETENCIES DEVELOPED

- Interpersonal skills
- Relationship building

SALES EQ™

WHAT TO SAY, WHEN YOU DON'T KNOW WHAT TO SAY

ABOUT THE WORKSHOP

In this workshop, participants learn the techniques that allow improv performers to always be relaxed, in control, and know exactly what to say, no matter what is thrown at them.

LEARNING OUTCOMES

- How to leverage the Three-step Spontaneous Communication Framework to avoid getting tongue tied when faced with hard questions, pushback, and objections from prospects and customers
- How to gain control with the powerful Yes-And Methodology
- How to quickly read people, adapt in the moment, and confidently approach crucial conversations

COMPETENCIES DEVELOPED

- Interpersonal skills
- Relationship building
- Objection handling skills
- Conversation confidence

SALES EQ™

SEVEN RULES OF SALES NEGOTIATION

ABOUT THE WORKSHOP

In this workshop participants learn how to close more deals, at higher prices, with more favorable terms and conditions by mastering seven rules that are critical to confidently controlling closing and sales negotiation conversations.

LEARNING OUTCOMES

- The seven rules of sales negotiation
- How to gain emotional discipline when closing and negotiating
- Dual process negotiation tactics that deliver desired outcomes and protect stakeholder relationships
- How to improve their negotiating position by becoming the Vendor of Choice (VOC)
- How to neutralize the buyer's perceived alternatives

COMPETENCIES DEVELOPED

- Closing
- Negotiating skills

SALES EQ™

PRICE INCREASE MESSAGING

ABOUT THE WORKSHOP

In this workshop participants learn how to approach price increase conversations with confident messages that compel customers to accept price increases without resistance.

LEARNING OUTCOMES

- How to craft the eight price increase narratives
- The three drivers of price increase acceptance
- Why verbal and non-verbal messages matter
- How to Paint a vivid, authentic, and emotional price increase narrative
- The Five Step Price Increase Because Statement Framework
- How to approach price increase conversations with confidence
- The four price increase objection handling techniques

COMPETENCIES DEVELOPED

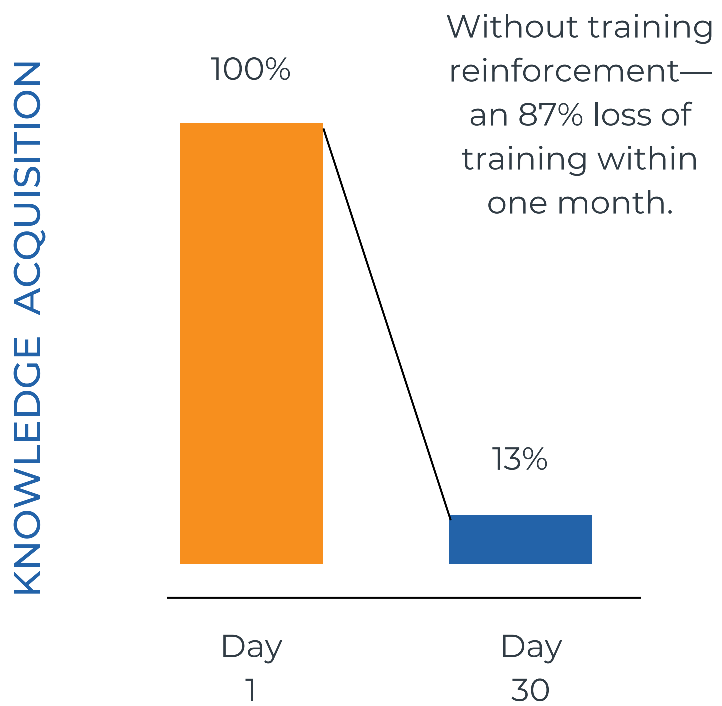
- Communication
- Presentation
- Messaging skills

CUSTOMER EQ TM

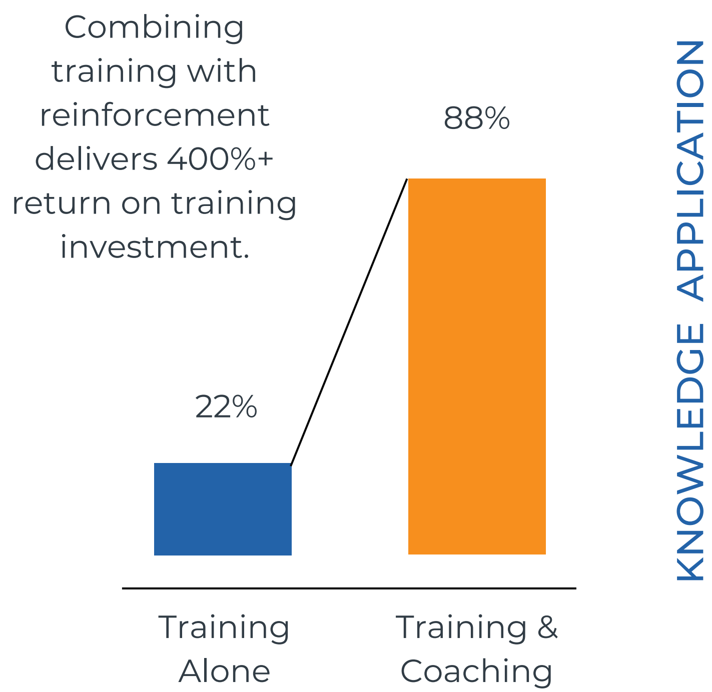
TRAINING REINFORCEMENT

REINFORCEMENT IMPROVES TRAINING OUTCOMES

Retention of Training Without Reinforcement



Productivity Impact of Training Combined With Reinforcement



REINFORCEMENT IMPROVES TRAINING OUTCOMES

Bridge The Gap Between Training and Outcomes

Post-training anchor sessions and mastermind groups boost knowledge retention, engage your team, and drive permanent behavior change by reinforcing concepts learned in the classroom. New skills are actualized in the real world immediately following training.

Situational Sales Coaching Training™

Equip your leaders with the skills and techniques they need to be effective coaches.

Best In Class E-Learning Flexes To Any Size Team

Training concepts taught in ILT or VILT modalities are reinforced through on-demand, micro-learning paths hosted on your LMS or the Sales Gravy University learning platform.

Reinforcement Tailored to Learners' Needs

- Post-Training Anchor Sessions
- Mastermind Groups
- Ongoing On-Demand Learning
- Team Coaching: Field Rides, Side-by-Sides, 1:1 Coaching, Pipeline Reviews

$G Sales Gravy

POST-TRAINING COACHING

COACHING OBJECTIVES

Following training sessions, sellers may lose up to 87% of the knowledge they acquired in the first 30 days without ongoing reinforcement.

Coaching is proven to stop knowledge attrition and help training participants assimilate and master new skills and competencies.

Sales Gravy coaching programs help training participants win through skills reinforcement, competency anchoring, real world application of training concepts in the field, confidence building, and rapid performance improvement.

Organizations realize a 400%+ ROI from each training dollar invested when coaching is integrated into training.

SALES GRAVY MASTER COACHES

Sales Gravy Master Coaches are seasoned sales leaders who have successfully coached and managed high-performing sales teams and organizations.

Each coach has 10+ years of experience in the field selling and leading sales professionals.

Our coaches know sales and easily flex to the unique needs of each individual and cohort. They have been in the trenches and have the bruises and experience that come with it. This gives them instant credibility with coaching participants.

Because they work across a wide range of industries and sales cycles, our coaches bring a wealth of experiences and best practices to coaching engagements.

COACHING PROGRAM OPTIONS

Anchor Session Coaching

Group coaching for a specific course cohort conducted once a week immediately following training. The sessions are designed to anchor and reinforce course concepts.

Mastermind Coaching

Ongoing cohort-based group coaching that helps participants assimilate concepts, apply learning, hone skills, overcome challenges, build confidence, and share best practices.

Individual Coaching

Coaching offered to an individual seller or leader. It is goal-focused, outcome-based, and geared for rapid performance improvement in specific competencies.

Sales Performance Coaching

Sales Performance Coaching helps sales teams accelerate productivity. It focuses on the core sales activity levers and productivity improvement.

Executive Sales Leadership Coaching

High level strategic coaching for sales leaders, senior executives, business owners, and entrepreneurs focused on leading highly productive teams.

Customized Coaching Programs

We meet you where you are to develop the coaching mix that is right for your team.

ANCHOR SESSIONS

HELPS SELLERS MASTER NEW SKILLS

Anchor Sessions are group coaching for a specific course conducted immediately following training. They are designed for competency anchoring and reinforcing course concepts.

FACILITATION & DURATION

Anchor Sessions are facilitated by the course trainer, conducted in a virtual environment, and limited to the participants from a specific course.

Participants will attend four sixty-minute sessions. Each session will have a defined theme and focus aligned with the course content.

MASTERMIND COACHING

HELPS SELLERS HONE SKILLS AND BUILD CONFIDENCE

Mastermind coaching is highly effective, ongoing coaching designed for sales professionals who value learning best practices and sharing ideas with peers in a structured environment.

Mastermind sessions help participants work through real world problems, apply learning, hone skills, overcome challenges, build confidence, and learn from each other.

FLEXES TO THE COHORT

The coaching and session themes flex to the changing needs and challenges of the individuals who are in the cohort.

INDIVIDUAL ONE-TO-ONE COACHING

Participants have access to one-to-one coaching during defined "office hours" to get help with specific problems, questions, and challenges.

MASTERMIND COACHING (CONTINUED)

FACILITATION & DURATION

Mastermind sessions are cohort-based and facilitated by a dedicated Master Sales Coach. Sixty minute sessions are ongoing and paced once a month or every other week over a six to twelve month period.

- Two 60-minute mastermind sessions monthly.
- Cohort size recommendation is 30 participants or less.
- Cohorts may be grouped by tenure, sales role and responsibilities, skills level, geographic location, etc.
- Sessions are ongoing and participants typically make six to twelve-month commitments to attend.
- New participants may be added to the cohort as others graduate.
- One-to-one coaching "office hours" (90-minutes) are available every other week.
- Option to add once per quarter in-person sessions.

INDIVIDUAL COACHING

HELPS INDIVIDUALS HIT TARGETS

Sales coaching is tailored to each individual and focuses on rapid performance improvement around defined goals, targets, competencies, and KPIs.

FACILITATION & DURATION

Coaching follows a structured 90-day progress plan. Participants meet with their coach one-to-one every other week and are assigned a self-paced learning path and exercises between coaching sessions.

- Six 60-minute or twelve 30-minute sessions (flexes to participant) over 90 days.
- Weekly check-ins.
- Defined goals, targets, and learning path.
- Coach available to participant between one-to-one sessions via email and text.
- Updates and reporting provided to leader and L&D.

SALES PERFORMANCE COACHING

HELPS SALES TEAMS ACCELERATE PRODUCTIVITY

Sales Performance Coaching is centered around core sales productivity levers including pipeline reviews, prospecting and call blocks, deal strategy, weekly one-to-ones, weekly sales meetings, field rides & side by sides, goal sheeting and professional development plans.

SPC provides additional leadership for emerging and established sales managers without hiring additional heads. It's like having an additional sales manager to keep your team encouraged, structured, and on track.

FACILITATION & DURATION

Coaching sessions are facilitated by a master coach with extensive sales management experience. SPC engagements are tailored to each sales team's unique situation and needs.

EXECUTIVE SALES LEADERSHIP COACHING

HELPS LEADERS DEVELOP HIGH PERFORMING SALES TEAMS

High-level strategic coaching for sales leaders, senior executives, business owners, and entrepreneurs focused on revenue growth strategies and recruiting, developing, leading, and sustaining highly productive sales teams.

Coaching program is designed around specific growth initiatives, business plan targets, KPIs, and measurable business outcomes.

FACILITATION & DURATION

Coaching sessions are facilitated by a master coach with extensive leadership, change management, and business strategy experience.

ESLC engagements are tailored to each leader's unique situation and needs and typically include one to two 60-minute sessions per month, regular check-ins, and quarterly business strategy sessions.

ABOUT SALES GRAVY

WE HELP SALES ORGANIZATIONS WIN

At Sales Gravy, our mission is simple:

We help sales organizations, sales leaders, and salespeople win.

Our team of sales trainers, coaches, and advisors leverages our proven sales training and sales enablement system to help sales organizations become more agile, accelerate sales productivity, and gain a decisive competitive edge.

We are known for our practical and effective approach to training that connects with modern learners.

We learn, assimilate, and speak your language to ensure training sticks and is implemented faster by your learners.

We always give more than is required.

Sales Gravy

SALES GRAVY TEAM

We transform organizations and accelerate productivity by helping people reach peak performance. We make complex concepts simple, and training easy to actualize in the real world.

SOME OF OUR CLIENTS

MICROSOFT
CISCO
AON HEWITT
AFLAC
NBA
US ARMY
US AIR FORCE
NATIONAL GUARD
US MARINES
PAYCOM
ADP
WASTE MANAGEMENT
STEELCASE

AUTODESK
DELOITTE
NEW YORK METS
PAYCHEX
ZOOMINFO
ZENEFITS
HUB INTERNATIONAL
ORACLE
XEROX GLOBAL IMAGING
CITRIX
PAYCHEX

STATE FARM
BOSTON CELTICS
AUTODESK
T-MOBILE
GOOGLE
SAP
NEW YORK LIFE
BAE SYSTEMS
LOCKHEED
LINCOLN FINANCIAL
CAPITAL ONE

ENTERPRISE SERVICESOUTLOOK 10 MOST RECOMMENDED
CORPORATE
EDUCATION AND TRAINING COMPANIES

DIVERSITY - EQUITY - INCLUSION

As a minority and woman owned business enterprise, we believe that everyone matters.

We unleash the power of diversity by ensuring that pay and compensation is equitable and that we actively work to attract, recruit, and promote employees from under-represented groups.

We are committed to building a team with a variety of backgrounds, skills, and views.

We foster a work environment where open and transparent communication is encouraged; where people are seen, heard, and valued; and our team members have a deep sense of belonging and empowerment.

We believe that the more inclusive we are, the better our work will be, and the more impact we will make. We listen and engage with our communities, seek out opportunities to work with vendors owned by under-represented minorities, and build training content and materials that flex to and reflect the diversity of our audiences and training participants.

WE WROTE (literally) THE BOOK ON SALES

Sales Gravy

Download masterclasses, workshops, and training reinforcement catalog

Sales Gravy