

Business-to-Business Sales EssentialsSM Fact Sheet & Curriculum

B2B Sales EssentialsSM (B2BSESM) is an award-winning and complete Learning SolutionSM designed to transform existing and new sales forces into highly-productive, technologically-current relationship-building sales teams. It is industry agnostic and backed by more than a decade of research with high performance sales teams. B2BSESM incorporates the latest technologies and strategies in a highly interactive program that raises sales productivity, profitability, market penetration and customer retention.

Several key elements form the *B2B Sales EssentialsSM* Learning Family SolutionSM:

- ***B2B Sales EssentialsSM* Assessment.** A knowledge-based assessment which measures the participant's **awareness and understanding** of the 363 best practices of business-to-business selling of products or services in any industry:
 - Covers all ten practical selling stages in a typical B2B sale:
 1. Pre-sale preparation and organization.
 2. Prospecting.
 3. Holding an initial appointment.
 4. Performing an effective needs assessment.
 5. Presenting solutions based on the findings from the needs assessment.
 6. Proposal development and presentation.
 7. Effectively handling resistance.
 8. Closing sales effectively.
 9. Post-sale follow-up.
 10. Account and territory management.
 - Taken online or onsite in a proctored environment.
 - Comes with a detailed Score Card Report.
 - Onsite interpretation and organizational development plans are available.
- ***B2B Sales EssentialsSM* Skills Mastery Training:**
 - Virtual Classroom Training:
 - 90 to 180 minute e-learning modules; length dependant on client needs and degree of interaction and applied skills practices in class.
 - Accessed online via the Internet and may be taken singly or in any combination of modules.
 - Participants can join in from up to 25 different locations.
 - Classroom Training: Facilitated on-site "live training" in a standard classroom setting.
 - Mixed classroom and E-learning sessions are available to meet the specific preferences of our clients.
 - Management Consulting: Consulting services associated with the B2BSESM, which can include on-site interpretation; organizational development; customization; one-on-one coaching; and sales management solutions.
 - Expert Coaching: One-on-one coaching for sales and biz dev managers and individual contributors. Provided at client location or virtually. Includes prospect and client sales call auditing.
 - Facilitated Workshops: From skills-building to market development to budget planning and all things in between.

***B2B Sales EssentialsSM* answers the following questions for B2B sales managers and their organizations:**

1. Does my team have a *clear knowledge and understanding* of the best practices associated with high performance business-to-business selling?
2. Does my team *consistently apply* the best practices associated with high performance B2B selling as observed by the people who know them best?
3. How am I addressing the *performance gaps* of my sales team in critical areas like prospecting, handling objections and closing?
4. How can *new and improved selling strategies* be infused in our existing approach?

To learn more about increasing your organization's B2B sales and profits, contact hank@boyermanagement.com

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The Business-to-Business Sales EssentialsSM Curriculum

Target audience: all levels of B2B sales professionals, managers and customer service/sales support groups.

Applicable industries: all industries where products or services are sold.

Scope: Covers more than 1,800 B2B sales and sales management best practices. We continue to add new modules while keeping all modules updated with the latest approaches.

Module 0: Introduction to B2B Sales Essentials & Understanding Your Assessment Results (B2BSE-0)

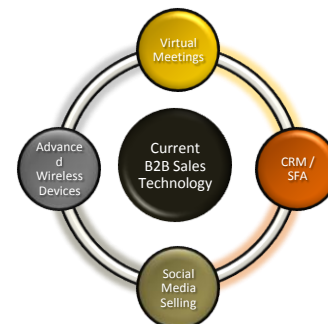
Session Length: 1 hour | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- How the B2BSE Assessment Was Developed and What it Measures
- B2BSE Assessment Applications to Improve Sales Results and Margins
- Understanding Your B2BSE Assessment Results
- Using Your B2BSE Resources / B2BSE Assessment Q & A Session

Module 1: Preparation for Successful B2B Selling (B2BSE-1)

Session Length: 2.5 hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Performing Market, Prospect, and Competitive Research
- Learning Your Products & Services
- Understanding Available Solution Support Options
- Prospect & Account Profile Information
- Developing & Utilizing Meeting Plans
- Time Management Basics for B2B Sales Professionals
- Maintaining Technological Literacy
- Utilizing STRAM Goals



Module 2: Advanced Prospecting (B2BSE-2)

Session Length: 6-7 hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Creating a Buyer Persona
- Suspecting, Prospecting & Prospect Quality
- Face-to-Face Prospecting
- Email Prospecting
- LinkedIn / Sales Navigator Prospecting
- Telephone Prospecting
- Dealing Effectively With Gatekeepers
- Horizontal Prospecting Within Accounts
- Opening New Vertical Markets

Prospecting Times, Tools & Templates

Module 3: Conducting an Initial Appointment (B2BSE-3)

Session Length: 1.5 hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

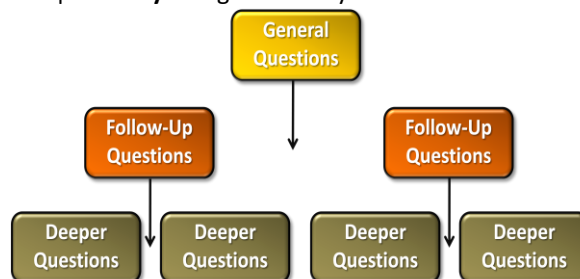
- Preparation for an Initial Appointment
- Building Rapport With Each Prospect
- Providing a Positioning Statement About Your Organization
- Transitioning Smoothly to a Needs Assessment

Module 4: Conducting a Needs Assessment (B2BSE-4)

Session Length: 5-7 hours* | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live only

- The Prerequisite Skills for Conducting Needs Assessments
- Conducting Effective Questioning Sequences
- Correctly Interpreting Prospect Responses
- Selling at Business and Personal Levels
- Needs Assessment Workshop and Skills Development
- Smoothly Transitioning from Needs Assessment to Presenting Solutions

*Time differential due to client options for workshop



Module 5: Presenting Solutions to Uncovered Needs (B2BSE-5)**Session Length:** 5-6 hours* | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live only

- Possessing the Requisite Presentation Skills
- Presenting Features With SFABV
- Utilizing Effective Communications Techniques
- Measuring Prospect Interest
- Presenting to Committees and Using Presentation Tools Effectively
- Selling Through R&D & Engineering
- Creating Value Throughout the Presentation
- Making Compelling Capabilities Presentations
- Appropriately Leading Discussions About Competitors

*Selling beneath the water lineSM***Module 6: Developing and Presenting Winning Proposals (B2BSE-6)****Session Length:** 1.5 hours | **Target:** All staff, all levels | **Prerequisites:** B2BSE-5 | **Delivery:** Taught live or webinar

- Possessing the Requisite Proposal Skills
- Developing the Right Topical Areas for Your Response
- Presenting Proposals to Individuals & Committees

Module 7: Effectively Handling Prospect Resistance (B2BSE-7)**Session Length:** 5-7 hours* | **Target:** All staff, all levels | **Prerequisites:** B2BSE-3 to 5 | **Delivery:** Taught live or via webinar

- Possessing the Requisite Resistance Handling Skills
- Correctly Identifying the Resistance Type
- Six Steps to Handling Resistance
- Matching Resistance Tactics to Type
- Resistance Workshop and Skills Development (*variable length)
- Smoothly Transitioning to the Close

Module 8: Closing Sales Professionally (B2BSE-8)**Session Length:** 2 hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Possessing the Requisite Closing Skills
- Utilizing Confident Statements to Close
- Avoiding Classic Closing Mistakes
- Completing the Sale With Add-Ons
- Thanking the Customer for Purchasing

Module 9: Following Up Sales Effectively (B2BSE-9)**Session Length:** 2 hours | **Target:** All staff, all levels | **Prerequisites:** B2BSE-3 to 8 | **Delivery:** Taught live or via webinar

- Possessing the Requisite Follow-Up Skills
- Following-Up With Customers Who Did Purchase
- Following-Up With Prospects Who Didn't Purchase
- How to Generate a Steady Stream of Referrals and Recommendations

Module 10: Territory and Account Management (B2BSE-10)**Session Length:** 5-8 hours* | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Possessing the Requisite A&T Management Skills
- A-B-C Profiling & Account Management Strategies
- Fundamentals of Account Management
- Using Non-Traditional Solution Selling Methods
- Understanding Account Roles and Players
- Performing Periodic SWOT Analyses
- Effective Territory Management
- Workshops for Account Classification and Planning*

Overlaying Prime, Growth, and Marginal on the A-B-C Grid:

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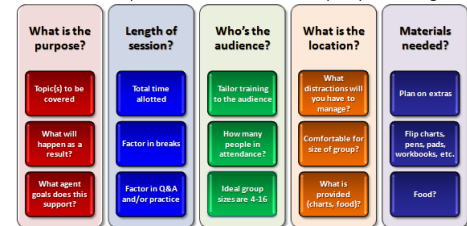
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Module 11: Managing Indirect Distribution Channel (B2BSE-11)**Session Length:** 4 hours* | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Indirect Distribution Basics
- Profiling Sales Agents and Indirect Distribution Locations
- Prioritizing Time Between Points of Distribution
- Indirect Distribution Partner Visitation
- Gaining Indirect Distribution Partner Mindshare
- Developing Indirect Distribution Partner Staff
- Dealing With Unacceptable Indirect Distribution Partner Performance
- Indirect Distribution Partner Expansion

Structuring an Agent Training Session

There are five questions to answer in order to plan your training:

**Module 12: Delighting Customers in B2B Sales (B2BSE-12)****Session Length:** 4 hours | **Target:** All customer contact staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- The Critical Role of Trust in Building Lasting Customer Relationships
- Delightful vs. Disappointing Service
- How Customers View Us
- Creating Persuasive Speech
- Listening vs. Hearing
- Empowering Client Interfacing Staff
- Managing Customer Expectations
- Delighting Customers Regardless of the Circumstances

Module 13: Social Selling (B2BSE-13)**Session Length:** 10-12 hours* | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Social Selling Stats & Trends – the entire selling process has changed
- Networking Basics – going the right things will pay off quickly
- Your Personal, Professional Branding
 - What makes you a highly trusted brand?
 - Tools to monitor and raise your brand
- Social Networking – unleash the power of the social network
- Building Your Own LinkedIn Profile
 - 24 steps to create & maintain a complete, client facing-profile
 - How to score your own LinkedIn profile (and improve it)
 - Insider secrets that drive sales and make you a trusted expert
- Expanding Your LinkedIn Network
 - Strategies for growing your network with the *right* connections
 - Guidance on connecting with clients and competitors; settings; capitalizing on views; visibility
- The Top 15 LinkedIn B2B Sales Strategies – deep dive in to what does and does not work
 - Advanced research strategies and tools for companies, markets, prospects, competitors, and more
 - Advanced strategies for connections, groups, visits, rich media, downloading, buyer personas, Premium membership, content publication and curation, 50+ sales trigger events, and more
- Your Social Selling Index Score and Personal Action Plan
- Seven different workshops integrated into this practical, hands-on session
- Requires online access during the session
- Optional assessment of LinkedIn profile available

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Module 14: DiSC® for B2B Sales (B2BSE-14)

Session Length: 4 hours | **Target:** All staff, all levels | **Prerequisites:** B2BSE-0; requires completion of online DiSC assessment for each participant | **Delivery:** Taught live or via webinar

- A Brief Overview of Behavioral Styles
- DISC: a Technology & Tool to Better Manage Sales Relationships
- Understanding Behavioral and Buying Styles
- Closer Look at Your Own DISC Pattern
- Using DISC to Align With Others
- What Your DISC Report Reveals About Your Approach to Selling
- Strengths and Non-Strengths of Each DISC Style
- Correlating Your Natural DISC Selling Approach with B2BSESM Best Practices

Module 15: Selling With Emotional Intelligence (B2BSE-15)

Session Length: 7 hours | **Target:** All staff, all levels | **Prerequisites:** requires completion of an online EQ assessment |

Delivery: Taught live or via webinar

- What is Emotional Intelligence and Why is it Important for Sales Professionals?
 - An emerging trait of the top 5% of sales professionals
 - Identifying essential high EQ competencies and applying them
- Tools to Measure Emotional Intelligence
 - Behavioral profiles, what they measure, and how to use them to increase EQ
 - EQ assessments, what they measure, and how to use them to increase EQ
- Empathy, the New *Super Power*
- Developing Your Own Emotional Intelligence (Building Your Action Plan)
 - Gathering an accurate picture of yourself
 - Identifying the EQ sales habits worth acquiring
 - Creating your EQ action plan and implementing it
 - Monitoring your progress and gathering feedback
- Emotionally UNintelligent Body Language
 - How is emotional intelligence related to body language?
 - Facial expressions, eyes, gestures, distractions, professional distance, and closed postures
- Using Emotional Intelligence in the Selling Process
 - Better understanding your prospect's business and sales assertiveness
 - Applying optimism and problem solving to sell more
- Hiring Emotionally Intelligent Sales Staff (*optional 1.5 hour manager/HR staff workshop*)
 - The EQ areas to evaluate in candidates
 - The cost of making bad hires
 - An EQ Hiring Toolkit (assessments, EQ revealing questions, interview strategy, peer interviews, and reference checks)
- A selection of EQ tools and templates provided



Module 16: Understanding Today's Buyer's Journey (B2BSE-16)**Session Length:** 3 hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- What is Today's Buyer's Journey?
 - How has it changed over the past decade?
- How Buyers Begin Their Journey
 - They complete the first 60% without you.
 - Repeat buyers differ greatly from first time ones.
- Your Buyer's *Process* Investment
 - Depending on the size of the sale, buyers average 86 hours of research to find a B2B partner.
- What Buyers Expect From You
- Five Things Buyers Really Value
 - Five key factors drive perceived value.
- Sales Rep Behaviors Drive the Size of the Sale
 - How buyers assess the value sellers offer
 - Top four ways buyers say sellers exceed expectations
- How to Know You're Delivering Value
- The Once and Future Sale
 - The compound effect of value drives the sales success cycle
- What's Your Personal Plan? (Moving From Here to There)
- Buyer Archetypes & Personas

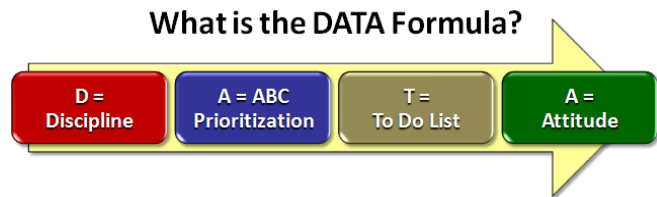
**Module 17: Selling Skills Video Workshop (B2BSE-17)****Session Length:** 8 hours | **Target:** All staff, all levels | **Prerequisites:** applicable B2BSE topical module | **Delivery:** Taught live | **Limitations:** group size will what can be covered in the Videotaping workshop | **Topics:** Needs Assessments or Resistance

- What is "Sales Presence?"
 - The impact of sales presence on sales success (Amy Cuddy)
 - Building an action plan to improve your sales presence
- Today's Communications Skill Best Practices
 - Verbal communications
 - Non-verbal communications
- Topical Best Practices Refresher
 - In preparation for videotaping, a refresher session on needs assessments, presentation, or resistance skills (the activity to be videotaped, as defined by each client)
- Videotaping Workshop
 - Customized scenarios based on individual client needs
 - Choice of needs assessment, presenting solutions, or handling resistance
 - Flight 1, an 11 minute scenario enacted with live audience feedback
 - Flight 2, a 7 minute scenario enacted with written feedback
- Individualized Video Coaching Sessions (*optional and client-definable*)
 - Analysis of participant's two video flights plus a one-hour coaching call to discuss
 - Written analysis provided to each participant

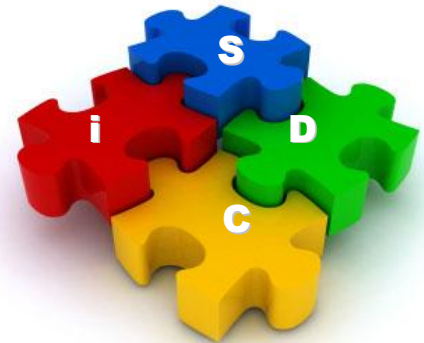


Module 18: Time Management for Sales Professionals (B2BSE-18)**Session Length:** 4-5 hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Self-Assessment: My Own Time Management Practices
- The Urgent vs. The Important
 - The Covey Time Management Matrix
 - Urgent vs. a Sense of Urgency
 - Working IN vs. On the Business
- Managing Time More Effectively With DATA
 - Discipline and Time Management Habits
 - ABC Task Prioritization
 - To-Do List and How Your Brain Processes It
 - Attitudes & Core Life Principles to Manage Time
- Time Management Tools, Tips & Technology
 - What is Your Time Actually Worth?
 - Managing Information, Calls, Email, and Messages
 - Personal Productivity Time Zones
- Classic Sales Professional Time Management Challenges
 - Procrastination, Interruptions, Distractions, and Deadlines
- Time Management Hacks for the Sales Professional
 - Pivoting and Eating the Frog
 - Plug & Play Templating
 - Best Days & Times for Sales Activities to Drive Productivity

**Module 19: People-Smart SellingSM for B2B Sales Professionals (B2BSE-19)****Session Length:** 14-16 hours | **Target:** All staff, all levels | **Prerequisites:** B2BSE-1 to 10; completion of online DISC assessment for each participant | **Delivery:** Taught live only

- DISC: a Technology & Tool to Better Manage Sales Relationships
- Understanding Behavioral and Buying Styles
 - A Closer Look at Your Own DISC Pattern
 - Using DISC to Align With Others
 - What Your DISC Report Reveals About Your Approach to Selling
 - Strengths and Non-Strengths of Each DISC Style
- Correlating Your Natural DISC Selling Approach with B2BSESM Best Practices
 - How to leverage your natural strengths using the B2BSESM process
 - How to mitigate your natural non-strengths in a sales environment
- Recognizing Clients & Prospects by Their Own DISC Buying Style
- People-Smart Selling Technology and Strategies for Each DISC Style
- Developing an Action Plan for Your Challenging Customers and Prospects
- Plan Development and Presentation Workshop
 - Requires the pre-class completion of BMG's TriMetrix Sales EQ report for each participant



Module 20: Becoming a More Persuasive Sales Professional (B2BSE-20)**Session Length:** 5 hours | **Target:** All staff, all levels | **Prerequisites:** B2BSE-1 to 10, 15 | **Delivery:** Taught live only

- What is Persuasion and How is it Related to Intelligence?
 - The building blocks of persuasion: *Ethos*, *Pathos*, and *Logos*
 - EQ (emotional intelligence) versus IQ (intelligence quotient)
 - Persuasion and intelligence
 - Persuasion in advertising (exercises)
- Sales Opportunities That Call for the Effective Use of Persuasion
 - How your selling career has been and is impacted by persuasion
 - Persuading versus overpowering a prospect
 - Persuasion in prospecting and rapport-building
 - Persuasion in needs assessment and presenting solutions
 - Persuasion in proposals and handling resistance
 - Persuasion in closing and post-sale follow-up
- Emotionally Intelligent Persuasion Methods, Strategies, and Tactics
 - The role of emotions in persuasion
 - Understanding fear and the conditions that cause it
 - Behaviors and positive responses to fear
 - Creating prospect-centric word pictures
 - The persuasive elements of a story
 - Using word pictures (exercises)
 - Identifying the customer's primary reasoning process (emotional or logical)
 - Mirroring
 - Being "open and fair-minded"
 - The three ways to demonstrate open and fair-minded behaviors
 - Using clarity and admitting to a mistake (recovery strategies)

**Module 21: Trade Show Success (B2BSE-21)****Session Length:** 3-4hours | **Target:** All staff, all levels | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- Why Trade Shows?
 - What are your sales objectives as an Exhibitor, Presenter, or Attender?
 - How to correctly choose the right trade show or venue
- Trade Show Planning Timeline
 - 6 pre-show plus 1 post-show planning phases with objectives
- A Trade Show Marketing Plan Prior to, During, and After a Show
- Trade Show Staffing Strategies
- Your Trade Show McGuyers Kit
 - Booth do's and don'ts
- Market & Competitive Intelligence Gathering at Trade Shows
- Working the Show From Inside and Outside of Your Booth (or No Booth at All)
 - Lead generation
 - Booth attraction and lead capture
 - Working visitor traffic productively and effectively
 - Presenting as a SME to attract leads and elevate your brand
 - Networking strategies
- Trade Show Lead Follow-Up and Disposition
- Conducting an Effective Trade Show Post Mortem

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Module 22: Storytelling For Sales Professionals (B2BSE-22)**Session Length:** 4-5 hours | **Target:** All staff, all levels | **Prerequisites:** B2BSE1-10 | **Delivery:** Taught live or via webinar

- Why is Storytelling and Why is it Useful in Selling?
- Storytelling Basics
 - It starts with the storyteller
 - It is effective when it engages the audience
 - It resonates because of the story-worthiness
- The Seven Basic Story Plots
 - Understanding story structure
 - The seven plot lines all stories follow
- Storytelling Techniques
 - Capturing audience attention
 - Dealing with distractions and interruptions
 - Tell the story, not a summary
 - Perfecting your stories
 - Best practices tips and techniques
 - Your continuing self-development
- Your Storytelling Workshop
 - Identifying five stories you can tell today
 - Developing and practicing your stories

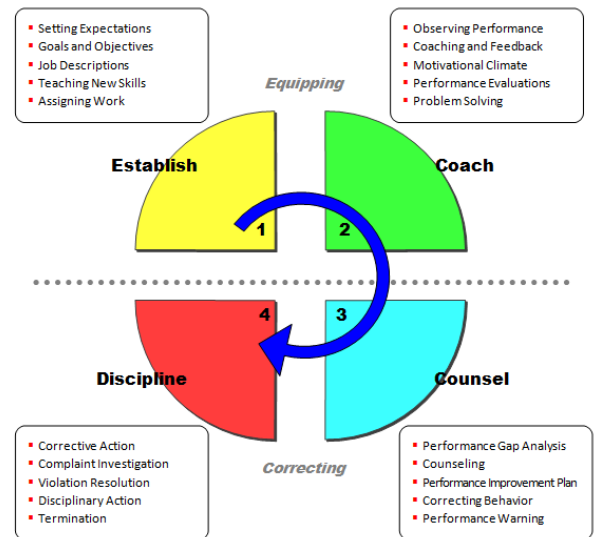
**Sales Modules Under Construction:****Module 23: Phone/Virtual Meeting Sales & Customer Service (1 day)****Module 24: Negotiating for Sales Professionals (2 days)****Module 31: Unlocking More Effective Sales Conversations (1 day)**

B2B Sales Management Curriculum

Module 25: Leading Through PeopleSM for B2B Sales Leaders (B2BSE-25)

Session Length: 16 hours | **Target:** Supervisor & above | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- A Holistic Model for Performance Management
- Quadrant One: Establishing
 - Setting Expectations
 - Teaching New Skills
 - Assigning Work to Staff
- Quadrant Two: Coaching
 - Observing B2B Sales Performance
 - Coaching Your Sales Staff
 - Providing and Receiving Feedback
 - Creating a Motivational Environment
 - Helping Staff to Solve Problems
- Quadrant Three: Counseling
 - Measuring & Evaluating Performance
 - Gap Analysis
 - Performance Improvement Plans
 - Counseling to Restore Performance
- Quadrant Four: Disciplining
 - Corrective Action
 - Disciplinary Action
 - Handling Terminations Professionally



Module 26: How to Hire the Right Salesperson (B2BSE-26)

Session Length: 3 hours | **Target:** All supervisor & above | **Prerequisites:** none | **Delivery:** Taught live or via webinar

- The Top Four Salesperson Hiring Mistakes
- Areas That Comprise the Costs of Making a Bad Hire
 - The true cost of a bad hire is one to three times annual comp for the position
- Seven Steps to Plan for Every Sales Hire
- What Affects Your Hiring Requirements?
- Predictors of Success
 - Attitude? Skills? Passion? Fit?
- Getting Compensation Right
 - The mistakes most employers make when getting compensation wrong
- Adding Salespeople to a Staff (vs. Hiring a Solo Performer)
- Getting the Hiring Decision Right
 - Good hires start with a map of the entire hiring process
- Eight Key Hiring Factors
- Building an Effective Onboarding Plan
 - Get them up to productivity in 2/3 the time and improve their retention



Module 27: Observing & Coaching B2B Sales EssentialsSM in the Field (B2BSE-27)**Session Length:** 1.5 hours | **Target:** supervisor & above | **Prerequisites:** B2BSE1-10 | **Delivery:** Taught live or via webinar

- Pre-requisite is completion of B2BSESM modules 1 to 10
- The Importance of Ride Along Days and Supervisor Coaching
- What to Look For When Observing B2B Sales Staff
- Using the B2BSESM Sales Observation ToolSM

Module 28: B2B Sales Management (B2BSE-28)**Session Length:** 18 hours | **Target:** supervisor & above | **Prerequisites:** B2BSE1-10, 25 | **Delivery:** Taught live or via webinar

- Sales Staff Management
 - Understanding and applying *learning styles* (assessment required)
 - Making sales meetings effective
 - Sales coaching
 - Ride-alongs with staff
 - One-on-Ones
 - Career development discussions
 - Helping sales staff manage their time
 - Topgrading
- Sales Management
 - Working ON, not just IN the business
 - Managing your own time
 - Sales forecasting
 - Sales goals and achievement
 - Account planning
 - Asking my boss for help
 - Corporate account reviews
- Sales Operations Management
 - Using my sales reports effectively
 - Sales compensation planning
 - Managing my projects effectively (Big10)
 - Understanding KPIs
 - Understanding gross margin
 - Understanding expense control

Sales Forecast

*In addition to our sales management-specific courses, BMG offers more than 35 supervisory, managerial, and leadership development courses in its acclaimed **Leading Through People™** program, currently being used on four continents.*

To learn more about how your organization can increase its B2B sales and profits, contact us today!

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