



The High-Tech Sales Bootcamp I

A two-day, precision selling skills training program *exclusively* for high-tech professionals.

This course delivers the core principles of the popular Sandler Selling System, a unique, integrity-based system that **promotes more effective selling of high-tech solutions**. Revitalize your team's outlook with a fresh, new perspective on the selling process and a crystal-clear understanding of the anatomy of a successful sales cycle. Members of your team will refine their ability to handle every buyer-seller interaction in as close to the optimum way as is humanly possible. Many sales training programs tell you **what** to do – talk less, listen more, stay in control, get commitment – we'll show you the latest on **how** to do it.

You will learn new strategies and tactics to...

- Break through to a new level as a **prospector** by learning to utilize Sandler's Pain/Gain Sales Readiness Toolkit customized to your unique business propositions.
- **Establish credibility quickly** when you call high in the organization.
- Master using the phone, getting out of voicemail jail and **working with and around gatekeepers to get the decision makers**
- Move beyond the '**numbers game**' and structure your deals to close.
- **Shorten the sales cycle** by learning how to co-build a plan with your prospect that defines exactly, step-by-step, how to bring the process to an outcome (Yes or No!) in a mutually agreed upon time frame!!
- **Hit the nail on the head** with your proposals, demos, on-sites, and evaluations.
- Discover innovative ways to **strengthen competitive differentiation** in an increasingly crowded marketplace.
- **Increase closing percentages** and reduce discounting.
- Learn how to **get stalled deals moving**.
- Establish a process and common language so your team can **function smoothly as a real team**.
- Effectively manage complex, **big dollar deals**.
- **Improve the integrity of your forecasting**...and much, much more.

Who should attend?

Sales Reps
Account Managers
Telesales and Telemarketing Reps
VP's of Sales and Marketing
Sales Managers
Pre-sales Tech Support Reps
Consultants
Project Managers

... from Software, System Integration, Communications, Engineering, Biotech, Defense, Automation, and High-Tech Manufacturing Firms.

Trainer:

No matter how good your product or service is relative to your competitor's, the sale goes to the better sales person every time. That's just the reality of the business world.

Steve Kraner is NOT a natural salesman. He discovered the Sandler Selling System and skyrocketed to become a top rep. Steve entertains as he enlightens, combining colorful personal experiences to give you a fresh, unflinching perspective on the sales process. His delivery is generously spiced with humorous and relevant stories garnered during a colorful, 17-year software sales and sales management career. He invites the audience to challenge him and the highlights of his programs is the 'no-holds-barred' interaction that results. You will buy in to his innovative approach to selling because it's clearly not theory, but real-world strategy and tactics that he has personally used to cold call, sell and close. He holds a Bachelors Degree in Engineering from West Point and an MBA from Loyola College. He is a nationally published author on the topic of software sales and negotiating.

Investment (per person): \$995

What you will receive:

- 14 hours of interactive, entertaining and challenging training.
- A course manual, which will serve as a reference after the program.
- An audiocassette album or compact disk recording of the program for future review of the material.
- A password for access to continuously updated client resources at our Web site.
- TopLine Tips: Ongoing sales and sales management tip sheets.

Guarantee: You decide. If you don't agree by lunchtime the first day that the time and money you have invested will give you a dramatic return, let us know and your fees will be refunded – no questions asked.

Day One

The Success Triangle:

A model for optimum performance

- Techniques are not enough: Hidden barriers to success in selling high-tech solutions, and how to overcome them.
- The three factors that dictate your success or failure in a sales role: Essential secrets from consistently successful technology salespeople.
- *Exercise: Access your selling style - Are you closing as many deals as you could?*

The Sandler Selling System: Strategy

The art of mutual agreement

- Leading the buyer/seller dance – Participate in a humorous look at why traditional sales practices leave your prospects cold.
- Learn why 20% of technology sales people make 80% of the sales.
- Discover the tricks employed by savvy buyers and how to avoid getting trapped.
- Stop wasting time sending literature that isn't read, preparing proposals that can't win and doing tons of free consulting.
- It's a battle of the plans – the buyer has a plan. Do you? The stronger plan wins!
- Mapping your sales cycle, and what to do in the next step.
- How to customize a sales plan for each call and how to adjust it on the fly.

Making the First Minutes Count – Every Time

New science for creating a climate of trust and gaining solid commitment from your prospect at the beginning of the sales cycle

- While many professionals will balk at the idea, style is literally more important than substance. Research results illustrate the importance of the emotional impact we have on other people and how it influences their acceptance of our messages.
- Tactics to build rapport – most sales people put 99% of their effort into the 7% factor. Learn about the other 93% – how to build credibility and trust quickly.
- Learn how to gain the leadership of the buyer/seller dance from the beginning through effective Up Front Contracts – a low-key way to seize the initiative and take leadership of the buyer/'seller dance.
- Exactly what to listen for in the buyer's initial reactions – and how to respond.
- Earn your toughest prospect's respect from the first minute.
- *Exercise: Set your own Up Front Contract*

Help Your Prospect Discover Their Reasons to Buy

Buying motives and how to uncover them

- Discover why prospects are often reluctant to share the information you need to help them.
- Questions to uncover your prospect's personal hot buttons.
- Develop skill and comfort in getting to real issues and business drivers.
- Understand the food chain of value and how to position yourself as a consultant in your customer's eyes.
- Help prospects to see your products and/or services as a high-value solution to their business problem.
- How to conduct a business dialogue with senior executives, outside of the MIS department.
- *Exercise: The Pain Funnel*

When the Competitor's Price is Lower

When and how to talk about investment issues

- Why high-tech sales people leave money on the table.
- Why most people are uncomfortable talking about money.
- How to get budget information early in the process.
- How to find out who really controls the purse strings.
- How to turn 'price' and 'cost' conversations into 'value' and 'ROI' conversations.
- Common negotiating ploys used by trained buyer and how to counter them.
- How to say "NO" and keep the deal alive.

Shorten your Sales Cycle by Staying in Control

Co-building the decision process

- How to use the information you uncover to co-build solutions with your customer.
- How to create solutions that maximize perceived fit and value.
- Create the single most effective barrier to competition.
- Learn how to use 'mini-contracts' to stay in control of every step of the process.
- How to measure and document the customer's commitment to advance the sales cycle.
- Most sales professionals ask about decision-making authority, but in a way that's sure to trigger the 'Gatekeeper Response.' Learn a high probability way to uncover the true decision process and to gain access to decision-makers.
- How to drive consensus in multiple decision-makers scenarios.
- A fail-safe way to make your forecast accurate and reliable.

Day Two

No More Caveman Closes

State-of-the-art closing tactics that work

- How to know when to close.
- How to close users vs. managers vs. financial decision-makers.
- Closing tactics when selling to committees.
- How to beat end-of-quarter pressure.

Countering the Competition

How to keep customers from using other software, hardware or service vendors to squeeze you

- How to uncover a prospect's likelihood of deflecting to the competition.
- Techniques to avoid feature-to-feature combat
- How make the buyer see your solution as a custom fit.
- How to know if you're being used to get a better deal with someone else.
- How to dislodge prospects from a fixation on larger, more entrenched competitors.

The Sandler Selling System: Tactics

Non-traditional tactics that give you the edge.

- Introduction to a fresh set of tactics that put you in control of the process, without sounding like a salesman.
- How to handle the toughest high-tech sales situations.
- Assess your current responses to your most common objections, stalls and put-off's.
- Break old habits and make new ones that are sure to pay off.
- Gauging your listening skills (70/30 Rule).
- Why questions are the answer and answers aren't (Rewarding and Reversing).
- A tactic to create a role reversal and get your prospect convincing you (Stripping Line).
- How to firm up any agreement you reach with your prospect (Post Selling).
- How what you know can hurt you - how product knowledge is abused and how to use it effectively (Dummy Curve).
- *Exercise: Stump the Trainer - Bring your toughest and most frustrating questions and hear how a seasoned sales pro handles them with ease.*

Dealing with the Toughest Sales Scenarios

What to do when it all goes wrong

- A test to determine when 'No' means 'Maybe.'
- A tactic to handle even hostile prospects – when under attack, fall back (O.K./not O.K.).
- How to regain control of a sales call that's not going well.
- How to get the attention of prospects who won't call you back.
- What to do when deals get struck, and you're missing your forecast (the Funny Fax).
- *Exercise: The Firing Range - Apply the new tactics you've learned and hone them to your products and services.*

Professional Prospecting

Techniques to fill your pipeline with good leads

- Define the target market.
- Entry point selection (a strategic decision!)
- How to warm up cold calls – a higher pay-off, researched based model for outbound calls.
- How to build your own optimized first call approach.
- Methods of access and influence (The Referral Ecosystem).
- Four tricks to use voicemail and gatekeepers to your advantage.
- Eliminate peaks and valleys in your pipeline.
- How to prioritize opportunities – 90-day warrior vs. elephant hunter.
- How to get buyers interested, even when they say they aren't.
- Follow up on fresh leads with hyper efficiency.
- *Exercise: Develop your own 'Sales Readiness Pain/Gain Toolkit.'*

2006 Dates:

January 23-24
March 6-7
June 5-6
July 17-18
September 11-12
October 23-24
December 4-5

Location:

Metro Offices
Dulles Corner Center
2325 Dulles Corner Boulevard
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Call for custom programs.