

# 2- Day Sales & Soft Skill Training

## Sales & Soft Skills Training

The two-day Sales & Soft Skills training will help you grow your business through increased sales

This course is for you if you aren't regularly hitting your sales targets and can't figure out why, or you ARE hitting them, but you're stressed out and burned out and looking for a better way.

Stacey Mandeville and Khurram Kalimi will walk you through their proven, effective sales process, with a healthy amount of group discussion, interaction, and practice exercises so you will be able to:

- Develop a more robust and targeted pipeline
- Increase your network of referral partners and evangelists.
- Build longer-term client/customer relationships.
- Manage stress and rejection.
- Close more sales faster and at the best price point.
- And grow your revenue and your business.



Free comprehensive sales guide book



10% discount on SellDiars for attendees



Attend 2 networking events alongside Khurram Kalimi



2-months free subscription to FastLearner worth \$60



Section

01

## Who Are You Selling To?

Understanding the Corporate Landscape:

- K4 Performance

Account Management

- DISC Styles
- Discover your top 6 client avatars and their pain points
- Target clients through knowledge of demographics
- Avatar exercise

Why Are You the ONE?

- Know your competition
- Why are you better/different? (hint-it's not the price)
- Quality of delivery
- Keeping an eye for opportunities
- Develop a 60-second elevator pitch with "WOW" factor (What Others Want)

Section

02

## Building Value-Based Relationships

Research Client History  
Recognizing & Practicing Integrity  
Have Patience

- Why did they say No
- Life beyond rejection
- How to maintain the relationship
- Acknowledge and manage your emotions (EQ and Trigger)

What's Funnel Management?

Importance of Connections

1. Clients
2. Reseller
3. Friend
4. Mutual Connection

Building and Maintaining Relationships

- Leveraging Social Media for Customer & Professional Relationship
- Tailoring Communication Styles According to the Client

Cracking the Code of Networking

- Importance of networking events: In-person lead generation
- Social networking - The TRUST Equation.
- Cross-functional networking
- Body language strategies:
- Mentorship & guidance
- Utilize shared strengths & wisdom
- Networking for career transitions
- Tracking and following up
- Role of resilience in networking

Setting Yourself as a Thought Leader in the Industry

Section

03

## Word-of-Mouth

- Responsiveness
- Service quality
- Make your client successful

Importance of Strong Team and High-Quality Delivery

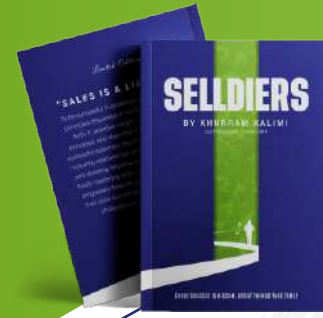
- How do you stay connected with the project stakeholders
- Manage Expectations

The Leadership Shadow - Significance of Good Team Culture

Strengthening Internal and Client Connections

- Regular client stakeholder meetings
- Upselling through quality delivery
- Understanding, improving, and adapting to company culture
- Active listening
- Mitigating risk when something goes wrong

How to Become a Brand in Customer's Sight



Section

04

## Empathy Is Your Superpower

Upselling/Cross Sell: Leveraging Insights for Growth

- Building products based on client needs
- Identifying market problems

Effective Negotiation Techniques

- How to ensure the client that you're understanding their pain points
- Acting as a problem solver, not just a seller
- Offering value over price
- Turning no into yes
- Closing the deal with win-win strategies

Section

05

## Mastering Sales

- Customer Filtration
- Growth is the Goal
- Channel Sales
- Use Case-Based Selling
- Pricing & Negotiation

Growth Strategies and Pricing Techniques

- Exploring Different Growth Tracks
- Setting Up Reseller Relations
- Developing the Foresight for Consistent Accuracy
- Mastering the Art of Pricing

Section

06

## How to Develop and Maintain a Sales Team

- Hire the right people
- Hire for a robust culture
- Building team dynamics
- Give and receive feedback with grace
- Celebrate the wins.

Section

07

## How to Avoid Burnout

- Work-life balance
- Emotional intelligence - Managing triggers.

Section

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## Sign up for networking events to attend with us!

