



# Criteria for Success Sales Training Webinars

- 1. Driving Consultative Selling Behaviors**

In this webinar, we address the four key consultative selling behaviors: asking questions, revealing problems, providing solutions, and telling stories. We provide best practices in each area and introduce a tool that will enable the team to capture best-practice solutions that align with key prospect problems, driving subject-matter expertise.
- 2. Back to Basics: Cold Calling 101**

Social distancing has brought back the cold call. Once again, the phone is our primary medium to communicate with buyers. For this webinar, we've dusted off our favorite cold-calling best practices including using a call outline instead of a script, applying permission-marketing so buyers give you the approval to sell value to them, delivering effective 30-second commercials, anticipating and responding to objections, and creating a call to action that keeps buyers engaged.
- 3. How to Run a Discovery Meeting/Sales Call**

Having a solid agenda is the difference between a good sales meeting and one that goes off the rails. An effective meeting agenda allows a salesperson to discover if a prospect is a fit and helps the prospect discover value. In this webinar, we provide a simple 5-step meeting agenda that drives powerful conversations with prospects.

"While presenters usually present a 'me' based list of plans, ideas, and prescriptive solutions to sales problems, CFS presents a holistic approach to the sales process. Examining the philosophy underlying the sale, the way to 'professionalize' a sales force, and actually training in progressive best practices creates a consultancy unlike any we've ever experienced as an organization."

MARK LAUFER; CEO, LAUFER GROUP INTERNATIONAL



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## **4. Effective Follow-Up**

Effective follow-up moves opportunities faster through the pipeline and keeps buyers and sellers aligned on the solution they are working together to create. Unfortunately, most salespeople send ineffective follow-up emails that delay the sales cycle and cause confusion. In this webinar, we introduce a powerful follow-up email template called DEAL.

## **5. 30-Second Introductions**

It's easy to think you need to explain your value when you introduce yourself, but prospects don't really care about you. Instead, they care about how you might be able to solve their problems. In this webinar, we provide a simple template for targeted 30-second introductions that align with your buyer personas.

## **6. Asking for Referrals**

Referrals are the best source of leads for most businesses, and yet most salespeople don't ask for them. That's often because they feel awkward or uncomfortable having this conversation. In this webinar, we provide a 7-step process for generating quality referrals.

## **7. LinkedIn Social Selling**

Effective social selling requires foundational LinkedIn activities mixed with a good strategy. Individual profile optimization as well as intentional prospecting and selling activities drive success on LinkedIn. In this webinar, we help your team build effective profiles and plan activities to sell on LinkedIn.





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## 8. **Evolving Client Relationships**

From targets to partners, each category of constituents your sales team engages with require different kinds of interaction and information. But planning activity for each individual firm is unrealistic. In this webinar, we provide a format for creating categories and planning sales, marketing, and leadership interaction with each.

## 9. **Handling Objections**

Over time, most salespeople hear the same objections over and over. And top performers are able to respond to these common objections in a way that allows prospects to discover they are solvable. In this webinar, we introduce a tool to document common objections and best-practice responses and train the team to identify the real concern behind the objections they hear.

## 10. **Setting Goals to Drive Activity**

Effective goal setting is the foundation to sales success. Yet many salespeople have never learned to set actionable goals. In this webinar, we provide key best practices for effective goal setting and enabling yourself to achieve your goals.

## 11. **Prospecting Action Planning**

Prospecting activity drives the sales process, yet many salespeople don't plan how much and what kinds of prospecting activities they should be doing to hit their targets. In this webinar, we introduce a model for prospecting action planning that aligns with revenue targets.



# Criteria for Success Sales Training Webinars

## 12. **Breakthrough Sales Training**

The Criteria for Success Breakthrough Sales Training is the foundation for our sales training curriculum. It's this training that lays down the philosophical groundwork for all of our methodologies and processes. Get exposure to a wide array of our training topics with the Breakthrough Sales Training Webinar.

## 13. **Improving Workability**

One key factor that causes breakdowns in both selling and internal relationships is a lack of workability. This may be caused by prior poor experiences or simply a lack of alignment. In this webinar, we introduce the concept of workability and provide a simple 4-item checklist to ensure workability in both internal and external relationships.

“Sales training is an art – one that CFS has perfected. Coaching 40 extremely competitive, talented, difficult Sales Reps at EMC Corporation.”

SARAH ALTMAN, DIRECTOR OF SALES, EMC DELL





# Criteria for Success Leadership Training Webinars

## 1. **Being a Leader vs. Being a Manager**

Often, top performers are promoted into management roles without learning how to be an effective leader. In this webinar, we explore the difference between leadership and management and provide best practices for both.

## 2. **Coaching Your Team**

Coaching is a foundational skill for sales managers, as it's essential for them to effectively hold their teams accountable and work together to plan activities. In this webinar, we introduce four levels of coaching and provide a template for an effective coaching conversation. We also introduce key topics to include in coaching conversations.

## 3. **Running a Sales Team Meeting**

Many sales teams are frustrated by ineffective sales meetings that don't provide value to either salespeople or sales leadership. In this webinar, we introduce best-practice agendas for weekly and monthly sales team meetings.

“Those at Criteria for Success are true professionals and have the ability to fully integrate with your company dynamics and support strategic and revenue growth goals. ”

STEVEN PICKERT, CEO, PICKERT & ASSOCIATES



# Criteria for Success Leadership Training Webinars

## 4. Managing a Remote Sales Team

Managing any sales team is a complex operation, but managing a group of remote sellers can add unique challenges to many day-to-day management practices. We help your leaders benchmark the basic activities that drive productivity and engagement on remote sales teams. We also discuss training methods and activities key to keeping sales growing and team members aligned.

## 5. Understanding Operating States

At all times, individuals, departments, and even whole companies are operating at a specific state. And depending on whether someone is in a state of Emergency or Momentum, they will require different interaction and coaching. In this webinar, we introduce a model of 6 Operating States and provide best practices for managers and coaches to effectively support their teams at each level.

## 6. Setting Goals & Holding People Accountable

As a manager or coach, helping your team set goals and holding them accountable to achieve those goals is a key responsibility. In this webinar, we provide best practices for effective goal-setting and discuss best practices for holding sales people accountable to their goals.

“Criteria for Success gave my regional directors and I the tools to effectively hire and develop our salespeople. With CFS, we implemented a formula for success that consistently improved performance and morale in both sales and marketing.”

AL KACZANOWSKI, VP GLOBAL STRATEGIC ACCOUNTS, EP MINERALS





# Criteria for Success Webinar Pricing

## Webinar Packages:

### Price Per Webinar:

**\$2,500**

Up to 150 Seats

90 Minute Presentations with Q&A

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**10% Off Each Webinar Purchased After 3**

**This is a very uncertain time for businesses around the world. We are offering discounted pricing for our online training webinars by 20% to help those impacted by COVID-19 continue to focus on long-term growth.**

“I had the very fortunate experience to work with Criteria for Success on a long-term project to turn around our sales organization at WebMD. And based on that success, I hired them to train my new teams at Trusted Media Brands Inc. I would recommend Criteria for Success, and the sales philosophies and techniques that they have perfected, to any consultative sales organization.”

KIRSTEN MARCHIOLI, VP, SALES AND MARKETING, WEB MD, TRUSTED MEDIA BRANDS