

Sales Excellence Intermediate

Looking for a competitive advantage? This intermediate program is designed for the sales professional or business owner who has a solid foundation of the basics and is looking to upgrade their skillset and/or advance their career. Learn impactful and practical techniques and approaches as you take an in depth look at various topics to help you gain that advantage. Includes detailed exercises to 'personalize' the course content for your specific application. Elevate to higher levels of sales performance to achieve desired income and sales revenues. This 21+hour program is Alberta Job Grant eligible upon application approval. <https://rainmakersgroup.ca>

Module I: The Generation Gap - Adjust Your Selling Style



As the baby Boomers retire, Millennials now dominate the business landscape as the largest generational group in the workplace, with the digital Gen Z's close behind. By 2025 the Millennials will hold 75% of all management positions, with the digital Gen Z following close behind. With up to five generations in a company, each with their own distinct wants and needs, selling has never been more difficult. What worked with the Boomers will fall flat with the new, younger generations. Free yourself from confusion as you learn how to meet the distinct needs of everyone from the X, Y, Z known as the Millennial, through to the Boomer. You cannot sell to everyone the same. Learn the key motivators and biggest detractors for each generational group so you can best meet their specific needs and gain a significant advantage over your competitors as you sell more and sell better.

Module II: Selling to the Powerful New Purchasers



Welcome women as the powerful new purchasers and drivers of the world economy! Over the next decade they will control two-thirds of consumer wealth and are increasingly gaining influence in the workplace. Yet 91% of women feel that advertisers and salespeople do not understand them. They have extremely different needs and purchasing patterns to that of the traditional male. Understand the six types of women purchasers, and the six biggest mistakes marketers make when dealing with the female consumer. The result? Understanding and meeting the needs of women is essential to increase sales, close more deals, and generate a higher income with this unique purchasing demographic. Capitalizing on offering products and services that target women, while respecting them as the powerful decision makers they are, will be the key to growth and will positively affect a company's top line. Discover the opportunities and how to tap into this emergent new market, as you use your newfound understanding to engage them as they move through the purchasing process.

Module III: Selling Strategies to Catapult your Sales



With so much competition vying for top position in today's business world, your ideal strategy is to stand out from the crowd the best way you can. In this interactive and highly personalized course, you will learn to think outside the box and come to see your business from an entirely new point of view. Discover innovative ways to distinguish yourself, your product or service and your company from the others in your field as you define and finesse your unique selling proposition into a powerful statement that captivates and engages. Analyze your key competitors to understand why you win or lose and develop differentiators to outsell them. Look for unique selling strategies to create niches that you can target as you look at ways to increase leads, opportunities, and sales. With so much competition and noise out there, differentiation is the key to sales success.

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Module V: Power Intro - Nail Your Networking



You have under ten seconds to make a positive first impression. You smile, shake their hand, and tell them what you do. This is where it falls apart. The vast majority of us have no idea what to say at this point, so we muddle through with something uninspiring until they smile and walk away. Opportunity lost. When networking is done well, conversations flow, relationships flourish, and, ultimately, sales are closed.

In this empowering course, you will discover the do's and don'ts of networking, Stop wasting time spinning your wheels. When you power up your intro and nail your networking, you will boost your business and watch your sales income grow.

Module V: Strategies to Rev up Referrals & Testimonials



Are you always struggling to attract new customers? This essential training will help you build your business using the current clientele in your circle of connection. Learn how to ask for referrals so effectively that, months down the road, your clients will remember to give out your name, thereby helping you grow your business. Discover which personality types are more likely to promote you this way and create a highly effective testimonial system so you can sit back and benefit long term from the credibility that positive customer feedback provides. It is the smart way to achieve even more sales success! Just imagine having a system in place that automatically creates new sales opportunities!

Module VI: Simple Prospecting & Lead Generation



Do you not have enough customers and not sure how or where to get them? Is fear holding you back, keeping you stuck instead of making those calls? No worries – we have the solutions! Discover the process of successful lead generation and create a more consistent flow of sales opportunities. This all-encompassing prospecting course will give you with a systematic process of immediately implementable takeaways that work on the phone, through email or on social media to help you create more leads. Confidently and consistently grow your business. Are you being ghosted? People not returning your calls? No worries – we have the solution! This all-encompassing course will give you takeaways to immediately implement and grow your business!