




Training Solutions

for the


Industrial Marketplace



Audience	Name / Description	Length
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep</p>	<p>Consultative Sales Certification (CSC)</p>  <p>CSC is an experiential learning program that results in increased sales and improved customer experiences for everyone who has customer interactions.</p> <p>CSC includes a pre and post assessment, eight e-learning modules, individual coaching sessions and a virtual web-based classroom for sharing best practices.</p> <p>The Consultative Sales Certification program includes the following modules (the complete description for each module is listed, beginning on page 15, and can also be found on www.quantifiedsalestraining.com):</p> <ul style="list-style-type: none"> • IT TAKES ALL KINDS • SPEAKING YOUR CUSTOMERS' LANGUAGE • CONSULTATIVE SELLING • HANDLING STALLS AND OBJECTIONS • EXPANDING YOUR BUSINESS • SERVICE FROM THE INSIDE OUT • NEGOTIATING FOR IMPACT • GAINING COMMITMENTS <p>The eight modules are combined to make the total Consultative Sales Certification Program, which, upon successful completion offers each participant the CSC designation, and up to 30 undergraduate credits at the University of Phoenix.</p> <p>Each module begins with an interactive e-learning lesson that is followed by several weeks of practicing the concepts learned in actual sales interactions. The participant then completes an assignment that is relative to the topics, and works with an individual coach who provides valuable insight on the topic. Each module concludes with a group coaching session where you will share best practices and review key concepts. We also offer coaching guides for sales managers to support concepts individually, as well as, agendas for sales meetings to reinforce skills.</p> <p>*A deep dive into one module a month, covering eight core consultative sales competencies. The length of the program can be customized. Minimum of six months – average of eight to twelve months to complete certification.</p> <p>The classes may also be taken individually, and their descriptions are included beginning on page 15.</p>	<p>Varies *</p>

Know your Personality	Know your Strengths	Being on a Great Team
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Great sales people differentiate themselves from their competitors by continuously developing their talents. They begin by learning about their own personality style, and the language characteristics that are natural to their personality. They then learn about the languages that are inherent to the other personality styles so they can communicate effectively with everyone they meet, in the language of choice of the person they are meeting. After mastering the languages of the various personalities, great sales people learn what their individual talents are so they can gain the knowledge and skills required to turn these talents into strengths. And, great sales people continue to develop by learning how to transition from being an outstanding individual performer to a successful team member.

<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Supervisors Managers Business Leaders</p>	<p>The Platinum Rule for Sales Mastery</p> <p>Mastering one important skill—adaptive communications—will help you become a charismatic, effective leader that others want to follow, a top-producing sales professional and/or improve all your personal relationships!</p> <p>Through the Platinum Rule assessment, you will learn about your personality style, how your peers see your personality style and how your manager sees your personality style. You will receive a comprehensive report that will identify ways that you can apply your style strengths or modify your style weaknesses in order to meet the needs of a particular situation or relationship.</p> <p>THE ULTIMATE GOAL OF THE PLATINUM RULE... is personal chemistry and productive relationships. You do not have to change your personality, ideas, beliefs or values. You do not have to roll over and submit to others. You simply have to understand what drives people and recognize your options for dealing with them. The key objective of this whole concept is understanding your own style, understanding and being able to quickly and accurately identify the style of others, and then adapting so that you treat others the way they want to be treated.</p>	<div style="text-align: center;">  </div> <p style="text-align: right;">4-8 Hours</p>
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Know your Personality	Know your Strengths	Being on a Great Team
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Supervisors Managers Business Leaders</p>	<p>Developing Highly Functional Teams</p> <p>Using the concepts and assessment from the book <i>Five Dysfunctions of a Team</i>, this course provides an understanding of the five common dysfunctions that can lead to a team failing, tips on overcoming team dysfunction, and an understanding of why teams are so powerful.</p>  <p>Teams are a powerful tool in forging success in business. Teams can also be rife with dysfunction, causing the team to ultimately fail. Learning how to work as a team is an invaluable skill. This program will teach team members about the value of working on a successful team, and the how to develop the tools to avoid the potential dysfunctions that jeopardize teams - Absence of Trust, Fear of Conflict, Lack of Commitment, Avoiding Accountability and Inattention to Results.</p> <p>Each one of the five dysfunctions comes with its own unique challenges to overcoming it. While the members of the “team” may be well intentioned, working together to accomplish a unified goal isn’t accomplished by simply identifying as a “team”, rather it is accomplished through developing a team.</p> <p>This program includes both teaching aids and assessments to help teams contribute their best. The assessments can be used several times with the same team to see how the team is progressing.</p>	<p>4-8 Hours</p>

Territory Planning	Customer Retention	Customer Experience
<p>Identifying, servicing and retaining the best customers are the keys to establishing yourself as a successful sales professional who exceeds expectations year after year. You begin by identifying and targeting the best customers who are most closely aligned to your company's brand offer, strategy and product solutions. Once you have your customers in focus, you want to ensure that these customers continue doing business with you, and that their experience working with you and your company exceeds their expectations.</p>		
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Sales Manager Mktg Manager</p>	<p>Territory Sales Planning</p> <p>Every successful sales representative has a sales plan! Your plan helps you minimize the risks associated with chance, and gives you a result that is the effect of what you cause to happen!</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div data-bbox="358 932 810 1146" style="border: 1px solid gray; padding: 5px; text-align: center;"> <p>PLANNING BY CHANCE</p>  <p>0 TO 100</p> </div> <div data-bbox="878 932 1333 1146" style="border: 1px solid gray; padding: 5px; text-align: center;"> <p>PLANNING BY DESIGN</p>  <p>CAUSE & EFFECT</p> </div> </div> <p>If you want to beat your competitors, you have to be different than your competitors! You have to think differently and act differently. This program on Territory Sales Planning will give you tools and ideas about how you can exceed your expectations, and be better than your competitors!</p> <p>You will learn how to select the best customers to call on, and you will learn the value of considering each sales call an investment that requires a good return on that investment.</p>	<p>4 Hours</p>
<p>Sales Manager Mktg Manager</p>	<p>Customer Expansion & Customer Retention</p> <p>Your best opportunities for growth come from your customer funnel being dynamic, offering excellent opportunities for market share expansion. I have significant experience that would be beneficial in supporting your sales management team to establish programs for filling the funnel, customer acquisition and customer retention. These solutions would be unique to your company and customized to meet your specific opportunities and requirements.</p>	<p>Varies</p>

Territory Planning	Customer Retention	Customer Experience
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Supervisors Managers Business Leaders</p>	<p>Customer Experience / Net Promoter</p> <p><i>I am a Certified Net Promoter Associate.</i></p> <p>Whether you are developing a Customer Experience program, or teaching your company to be customer centric, this program will help you exceed your customer's expectations.</p> <p>The customer is always right, right?</p> <p>Not necessarily! But, until you define your Brand Promise that clearly outlines what your customers can and should expect from working with you, they might develop expectations that are not aligned with your business strategy and brand promise.</p> <p>To ensure a successful customer experience, you want your customers to evaluate their experiences against the expectations you have clearly defined.</p> <p>You want <u>all</u> of your customer interactions to be positive, but sometimes, something happens that results in a customer experiencing less than their ideal or expected customer experience.</p> <p>When you learn that one of your customers has had a negative experience, you want to quickly communicate with them to help them either fix the issue, or to help them understand the circumstances that have resulted in their perception of this experience.</p> <p>Your ideal situation will be to proactively address issues, policies and programs that detract from the ideal customer experience before the customer encounters a negative experience.</p> <p>As a Certified Net Promoter Associate, I can work with you to build a Customer Experience program from concept to survey to follow-up. I will also help you develop a customer centric culture to ensure that your company exceeds your customer's expectations.</p>	<p>Varies</p>



Business Acumen

Successful sales professionals combine competence and confidence to differentiate themselves from their competitors. Competence is developed by learning the features and benefits of the products they represent and combining that knowledge with the ability to implement a solution that meets a customer’s needs.

Confidence is developed by understanding the business side of the customer. Every business exists to make money, and business decisions are made with the goal of maximizing the return on every investment the customer makes. Understanding business finance and business acumen helps sales people present their solutions in the language that the customer understands. It also gives professionals the confidence to sell wider and higher into all of their key accounts.

New Sales Rep
Senior Sales Rep
Inside Sales Rep
Customer Svc Rep
Supervisors
Managers
Business Leaders

Business Acumen – Zodiak Business Acumen for the Sales Professional

1 Day

I am a Certified Facilitator for Zodiak Business Acumen.

To win sales and earn customer loyalty, sales professionals credibly and confidently position their products and services within the context of a customer's financial and strategic objectives. Developing business acumen competency increases a sales professional's ability to take a consultative, customer-centric sales approach.



When sales professionals understand a customer's business operations and challenges, they gain an edge over competitors. They develop a trusted relationship with clients, engage in meaningful discussions with prospects and earn access to high-level decision makers.

Zodiak® : Sales Professionals is a sophisticated simulation disguised as a board game — a fast-paced, energizing and engaging way to build the business acumen of your sales personnel to impact revenue, profitability and cash flow. It's an effective sales training program that works right out of the box for companies in any industry, and yet can be fully customized to address your unique account strategies and business challenges.

Business Acumen

<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Sales Managers</p>	<p>Business Acumen – The Power of 1%</p> <p>Sales professionals make decisions that impact the profitability of their companies every day. These decisions are made with the best of intentions, but they are often made without a clear understanding of the impact they have to the bottom line.</p> <p>In this interactive course, the participants will calculate the impact that a simple 1% change has. They will calculate and compare Increasing Price by 1%, Increasing Sales by 1%, Reducing Cost of Goods Sold by 1% and Reducing A&S costs by 1%. The key takeaways are that the participants will be more supportive of price increases and they will be less likely to seek discounts that are not required to develop the business. They will also learn that if a customer offers a 20% increase in business for a 5% price discount it is quite possibly a bad decision to say yes.</p> <p>The participants will gain a basic understanding of balance sheets and income statements so they understand the impact that their decisions have on the bottom line.</p>	<p>4 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Sales Managers</p>	<p>Business Acumen – Channels</p> <p>Distributors and integrators have significant investments in inventory, and their financial success is dependent on their ability to turn the inventory as frequently as possible, and to manage their receivables as efficiently as possible.</p> <p>The participants in this class will learn about the importance of inventory management and cash flow. The class also gives an overview on how and why integration may be a good channel model for the end user (optional).</p>	<p>2 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Sales Managers</p>	<p>Business Acumen – Capital Expenditures</p> <p>The best opportunity to gain and hold significant business at a key customer is to work with them when they are purchasing their new equipment.</p> <p>This class will give a basic understanding of the decision process that is involved in making capital expenditure (CAPEX) decisions. Customers use a combination of analysis tools to determine which investments will give them the best return. These tools are used to prioritize the investments and it is important to have an understanding of these tools so your solutions can fit into their analysis. Class participants will gain a basic understanding of Payback Method, NPV and IRR so they can speak to the customer in their language.</p>	<p>4 Hours</p>

7 Habits of Highly Effective People

The *7 Habits of Highly Effective People* is recognized as the world's premier personal leadership development and training program. In 2011, Time listed *7 Habits of Highly Effective People* as one of "The 25 Most Influential Business Management Books" ever published. Since its release in 1989, it has sold more than 15 million copies in 38 languages.

Participants in both programs will learn timeless principles of effectiveness to improve interpersonal communication, take initiative, establish greater trust, strengthen relationships, increase influence, and balance key priorities.

<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep Supervisors Managers Business Leaders</p>	<p>7 Habits of Highly Effective People</p> <p><i>I am a Certified Facilitator for the 7 Habits of Highly Effective People.</i></p> <p>This class introduces the concept of paradigm shift and prepares the participants for a change in mindset. It helps them understand that a different perspective exists, a viewpoint that may be different from their own, and asserts that two people can see the same thing and yet differ with each other. Once the participants are prepared for this, they will learn to:</p> <ul style="list-style-type: none"> ➤ Execute critical priorities with laser-like focus and careful planning ➤ End self-defeating behavior and gain the necessary security you need to change ➤ Develop strong relationships based on mutual trust ➤ Be prepared to deal with difficult circumstances before they happen ➤ Know how to increase team engagement, morale, and collaboration ➤ Apply a framework for developing core values and creating a highly effective culture ➤ Recognize how to develop high-potential leaders who model competence and character <p>The participants learn the seven habits in a sequential and logical order that focuses on one habit at a time. Each habit is learned through a process of "learn, commit, do".</p>	<p>3 Days</p>
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7 Habits of Highly Effective People, continued

Independent

The first three habits surround moving from dependence to independence (i.e., self-mastery):

- **Habit 1: Be Proactive**— Assume responsibility, focus and act on what can be controlled and influenced, instead of what can't
- **Habit 2: Begin with the End in Mind**— Define clear measures of success and a plan to achieve them
- **Habit 3: Put First Things First**— Prioritize and achieve your most important goals, instead of constantly reacting to urgencies

Interdependence

The next three habits talk about Interdependence (e.g. working with others):

- **Habit 4: Think Win-Win**— Collaborate more effectively with others by building high-trust relationships of mutual benefit
- **Habit 5: Seek First to Understand, Then Be Understood**— Influence others by developing a deep understanding of their needs and perspectives
- **Habit 6: Synergize**— Develop innovative solutions that leverage diversity and satisfy all key stakeholders

Continuous Improvements

The final habit is that of continuous improvement in both their personal and interpersonal spheres of influence.

- **Habit 7: Sharpen the Saw**— Increase motivation, energy, and work/life balance by making time for renewing activities



The participants conclude the program by learning the "Upward Spiral" model in the sharpening the saw section. The spiral will result in growth, change, and constant improvement. In essence, one is always attempting to integrate and master the principles outlined in The 7 Habits at progressively higher levels. Subsequent development on any habit will render a different experience and you will learn the principles with a deeper understanding. This concept will help them in all of their learning experiences throughout their career.


7 Habits of Highly Effective Managers


<p>Supervisors Managers Executives</p>	<p>7 Habits of Highly Effective Managers</p> <p><i>I am a Certified Facilitator for the 7 Habits of Highly Effective Managers.</i></p> <p>FranklinCovey's <i>The 7 Habits for Managers</i>® workshop focuses on the fundamentals of leading the modern, mobile knowledge worker. Both new and experienced managers acquire a set of tools to help them meet today's management challenges, including conflict resolution, prioritization, performance management, accountability and trust, execution, collaboration, and team and employee development.</p> <ul style="list-style-type: none"> ➤ Define the contribution you want to make and what you want to accomplish as a manager ➤ Enhance your leadership abilities and reach your full potential ➤ Judge the goals your efforts should be focused on using daily and weekly planning ➤ Communicate effectively and raise the levels of trust and fulfillment within your team <ul style="list-style-type: none"> • Habit 1: Be Proactive—Become a resourceful, innovative manager who quickly accomplishes goals and motivates team members to get things done • Habit 2: Begin with the End in Mind—Have a clear vision of what you want your contribution as a manager to be and shape your own future • Habit 3: Put First Things First—Focus on top priorities and be regarded for follow-through and organizational skills; eliminate the unimportant • Habit 4: Think Win-Win—Cultivate enthusiasm with performance measurements that satisfy both employee and employer goals; share recognition and success • Habit 5: Seek First to Understand, Then Be Understood—Give honest, accurate feedback that develops trust and understand the physical components of communication and how they impact the message • Habit 6: Synergize—Understand how differences can contribute to innovative solutions; maximize opinions, perspectives and backgrounds • Habit 7: Sharpen the Saw—Maintain and increase effectiveness by renewing yourself mentally and physically • 	<p>2 Days</p>
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Business Intelligence

<p>Sales Managers Mktg Managers Senior Managers</p>	<p>Business Intelligence</p> <p>Having a good source of business intelligence, information and analytics helps to ensure your business decisions and strategy development are made from a position of strength.</p> <ul style="list-style-type: none"> • Customer Intelligence – Always know what your key customers are doing. You can build stronger and deeper relationships with your key customers when you are aware of their activities. Having timely information on changes in management, expansion into new markets and launching new products gives you a competitive advantage. Knowing how your customers feel about your company also helps to ensure they remain as a customer. • Competitor Intelligence – Competitor Intelligence begins with a comprehensive SWOT so you know how you are differentiated from your competitors at your key customers. This information helps you position your offer so you will have continuous profitable results. • Industry Segment Intelligence – Some of your best customers have competitors that you may not do business with. An analysis of the industry segments for your best customers will reveal new opportunities for growth and expansion. • Economic Analysis – Good business decisions are made with current knowledge of the macro and micro economy. Sales forecasts and sales trends are more accurate when they are made with knowledge about the trends in the general economy and specific industry segments. This information helps you make good investment decisions and gives you advance notice on when you should start hiring and expanding to meet a coming market expansion. <p>A Business Intelligence program can be developed to meet a specific project need, or to support ongoing business strategy decisions.</p>	<p>Varies</p>
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Coach	Facilitator
<p>New Supervisors New Managers Sales Managers Senior Managers</p>	<p>Coach / Mentor</p> <p>Whether you are promoting an internal employee to a new management position, or hiring them from the outside, the transition can be challenging. They are coming from a position where they previously excelled as an individual and they now must perform as the new leader of a team. Their expectations, and perhaps yours, are that this transition will be immediate and without issues. This is rarely the actual result. A coach/mentor can help to ensure a successful transition that will meet your expectations and develop a stronger team, right from the start.</p>  <p>This program is customized to your specific requirements.</p> <p>Varies</p>
<p>Sales Managers Mktg Managers Senior Managers</p>	<p>Facilitator</p> <p>If you want to increase the opportunity of having a successful outcome from a meeting or a brain storming session, consider using a facilitator who is unbiased and objective.</p>  <p>As a certified facilitator, I will plan, guide and manage a group event to ensure that the group's objectives are met effectively, with clear thinking, good participation and full buy-in from everyone who is involved.</p> <p>A summary report will be provided that outlines the results, recommendations and actions of the session.</p> <p>This program is customized to your specific requirements.</p> <p>Varies</p>


 <h2 style="text-align: center;">CSC Individual Modules</h2>		
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	It Takes All Kinds (CSC) Have you ever wondered why you click with some people and not with others? Learn how to build relationships by reading core behavioral styles in people, understanding yourself and adjusting your approach to gain commitments and improve communication. <i>Core skills included in this session: Behavioral styles, communication and listening.</i>	4 Hours The times are approx. as each individual is different.
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	It Takes All Kinds – Application Practicum and Individual Coaching (CSC) Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	It Takes All Kinds – Group Coaching Session (CSC) Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.	2 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	Speaking Your Customer’s Language (CSC) The ability to effectively communicate is perhaps the most important skill for sales and service professionals. Understanding how to communicate is key to your success. Enhance your communication with internal and external customers by identifying communication styles and applying effective communication, listening and rapport building skills. <i>Core skills included in this session: Communication styles, listening, rapport and relationship building.</i>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	Speaking Your Customer’s Language – Application Practicum and Individual Coaching (CSC) Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	Speaking Your Customer’s Language – Group Coaching Session (CSC) Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.	2 Hours

 <h2 style="text-align: center;">CSC Individual Modules</h2>		
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Consultative Selling – Identifying Needs (CSC)</p> <p>Most people lose sales because they use a “standard” approach for all customers. This module introduces critical skills for identifying needs specific to customer interests and for applying solutions that add value for each influencer involved in the process. <i>Core skills included in this session: Review of consultative selling module and concepts, listening skills, pre-call planning, in-depth questioning practice, value added selling.</i></p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Consultative Selling – Application Practicum and Individual Coaching (CSC)</p> <p>Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.</p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Consultative Selling – Group Coaching Session (CSC)</p> <p>Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.</p>	2 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Handling Stalls & Objections (CSC)</p> <p>This module will prepare you to handle even the most difficult objections. Learn how to handle stalls, overcome customer doubt, get customers who are dragging their feet to make a commitment and learn to quantify value over price objections. <i>Core skills included in this session: Identifying and clarifying stalls, categorizing and overcoming skepticism, indifference and opposition, developing answers to objections based on the correct logic for each, demonstrating value, quantifying cost versus price, handling price objections.</i></p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Handling Stalls & Objections – Application Practicum and Individual Coaching (CSC)</p> <p>Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.</p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Handling Stalls & Objections – Group Coaching Session (CSC)</p> <p>Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.</p>	2 Hours



CSC Individual Modules

<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep</p>	<p>Expanding Your Business (CSC) Increase market share of your products and services by growing your current and prospective customer base and obtaining more competitive sales. Position yourself within your accounts by developing relationships with multiple influencers. <i>Core skills included in this session: Writing SMART sales objectives, pre-call planning, identifying buying influencers, multi-level selling, networking, prospecting, telephone prospecting and etiquette, pre-call intelligence & research, account and time management, territory planning and account prioritization.</i></p>	<p>4 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep</p>	<p>Expanding Your Business – Application Practicum and Individual Coaching (CSC) Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.</p>	<p>4 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep</p>	<p>Expanding Your Business – Group Coaching Session (CSC) Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.</p>	<p>2 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep</p>	<p>Service from the Inside Out (CSC) A common thread in all outstanding organizations is that service starts on the inside. This module will enhance customer service and relationship building skills with internal and external customers to provide service beyond expectations. <i>Core skills included in this session: Identifying internal and external customers and customer expectations, listening, responsiveness, identifying needs both expressed and latent, solving problems, telephone follow-up, communicating internally to solve customer issues, handling upset or disappointed customers, cross selling to help customers.</i></p>	<p>4 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep</p>	<p>Service From the Inside Out – Application Practicum and Individual Coaching (CSC) Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.</p>	<p>4 Hours</p>
<p>New Sales Rep Senior Sales Rep Inside Sales Rep</p>	<p>Service From the Inside Out – Group Coaching (CSC) Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.</p>	<p>2 Hours</p>

 <h2 style="text-align: center;">CSC Individual Modules</h2>		
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Negotiating for Impact (CSC)</p> <p>As a result of this highly interactive e-learning module, you will develop win-win negotiation plans for key accounts that will produce higher margins and customer satisfaction. Learn your negotiation style, make better concessions and overcome tactics. <i>Core skills included in this session: Principles of win-win negotiations, planning for successful negotiation outcomes, negotiation styles and preferences, planning for and making concessions, identifying wins for each person, handling common negotiation tactics.</i></p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Negotiating for Impact – Application Practicum and Individual Coaching (CSC)</p> <p>Learners plan and implement skills introduced in the module. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.</p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Negotiating for Impact – Group Coaching Session (CSC)</p> <p>Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.</p>	2 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Closing, Gaining Commitments & Follow-up (CSC)</p> <p>Gaining commitments is a natural part of the consultative sales process when applied correctly. As a result of this module you will eliminate fear of commitment, recognize buying signs & appeal to different “convincer” strategies to confirm the sale. <i>Core skills included in this session: Identifying buyer and seller fears, eliminating negative reactions to fear, recognizing buying signs, appealing to convincer strategies and persuasive techniques.</i></p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Closing, Gaining Commitments & Follow-up – Application Practicum and Individual Coaching (CSC)</p> <p>Learners plan and implement skills introduced in ESS-601. Learners reflect on experiences and submit application exercises online for coaching. Individuals receive written coaching feedback.</p>	4 Hours
New Sales Rep Senior Sales Rep Inside Sales Rep Customer Svc Rep	<p>Closing, Gaining Commitments & Follow-up – Group Coaching Session (CSC)</p> <p>Learners attend a group follow-up training and coaching session to review the module and share best practices, conducted via webinar.</p>	2 Hours

About John Jacobsen

I have over 30 years of experience in sales, marketing and education in the MRO industry, including the following experience:

Manufacturing:

Sales Representative – Sandvik Coromant
Sales Manager – Sandvik Coromant
Director, Channels – Sandvik Coromant
Director, Business Intelligence – Sandvik Coromant
Director, Education – Sandvik Coromant
Senior Manager, Sandvik Coromant Academy, Market Area Americas – Sandvik Coromant
National Sales Manager, Marketing Manager – Dapra Corporation
National Sales Manager, Marketing Manager, General Manager – Neill Tools

Distribution:

Owner – International Tool & Gage
Sales & Marketing Manager – Elisha Penniman
Sales Manager – Kenneth Crosby

Education:

MBA, Management – Rensselaer Polytechnic Institute
BS, Marketing – Central Connecticut University, Charter Oak College
Sales Management Encore Program – Syracuse University, Graduate School of Sales & Marketing Management
Theory of Constraints (TOC), Thinking Process (TP) – Avraham Y. Goldratt Institute

Certifications:

Certified Sales Executive (CSE) – Sales & Marketing Executives International (SME/I)
7 Habits of Highly Effective People Facilitator – Franklin Covey
7 Habits of Highly Effective Managers Facilitator – Franklin Covey
Net Promoter Associate – Satmetrix
Zodiak, Business Acumen Facilitator – Paradigm Learning
Certified Jonah for the Theory of Constraints (TOC) program, best known from the book *The Goal*

Board Memberships:

Industrial Supply Association Education Foundation (ISAEF), Chairman
United States Cutting Tools Institute (USCTI), Board Member (Past)
National Institute for Metalworking Skills (NIMS), Board Member (Past)
Industrial Supply Association, Board Member (Past)
Certified Marketing and Sales Professionals Association (CMSP), Board Member