

MANAGING THE COMPLETE SALES CYCLE



SIA Coaches



BEN WRIGHT

Founding Coach
Sales Impact Academy



TOM GLASON

Co-Founder, CEO and
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Scalewise

Guest Coach



ANDY BOUNDS

»» About this course

This all-encompassing course for front-line salespeople is designed to help you maximize revenue through best practices at every stage of the sales cycle. Whether you're an experienced salesperson looking to hone and extend your skill set or you're new to your Account Executive role and want to understand the key concepts of top performing sales professionals, this course will equip you with the tools you need to build maximum momentum in your deals and exceed your targets.

We will take you through the entire sales cycle from qualifying leads and deep discovery, through running highly effective meetings, identifying and managing your stakeholders, to writing value-led proposals, managing negotiations and close. You'll be challenged to examine your current processes, and identify your key personal metrics for success and failure in an interactive format.

+ Course information

7 weeks | Mon, Wed
8am PT • 11am ET • 4pm UK | 14 x 1-hour live classes

What impact this course will have

- Highly effective qualification and discovery methodologies to ensure you're only working the right opportunities and understanding in detail the pain your customers experience and the value impact your solution can deliver today
- Best practice processes for running and managing your meetings to build and maintain maximum momentum in your deals
- Understand how to map and manage your stakeholders to make sure you're engaging with the right people at the right time to drive success in your deals
- How to negotiate effectively and create compelling value propositions and proposals to increase your close rate
- Create a mindset for success to set you up for maximum performance and revenue success



Class 1 Setting Yourself up for Success

- Know what to expect from the next 7 weeks
- Importance of understanding and managing your deal coverage
- How to build momentum on deals & develop a winning mindset
- Creating a learning culture within your sales team

Class 2 Thinking and Acting Like the CEO of *Your* Business

- Changing your mindset to help your business succeed
- Become an expert in your business
- How & when to take control of your business
- Taking responsibility for fixing problems in your business

Class 3 Initial Qualification

- Importance of effective qualification
- When to use data and conversational qualification
- Optimizing your qualification process for your company's stage
- How to use several qualification frameworks & ask the right questions

Class 4 Effective Discovery

- Why deep discovery is important for winning deals
- Implementing a rigorous discovery call process
- Understanding and monetizing pain and value impact
- How to uncover the buying process and stakeholders



**Class 5****Running Effective Meetings
Part 1: Vision Lock and Deeper
Discovery**

- Why gaining 'Vision Lock' with your prospect is essential
- Structuring your meetings to deliver maximum value
- How to most effectively prepare for your meetings
- Know how to conduct deeper discovery in your meeting

Class 6**Running Effective Meetings
Part 2: Delivering an Effective
Presentation**

- Understanding the core objectives & optimal flow for your presentation and demo
- The 3 guiding principles for making your presentation memorable
- Know how to structure your presentation for maximum impact
- How to introduce your company & solution

Class 7**Running Effective Meetings
Part 3: Delivering an Effective
Demo & Selling Remotely**

- How to prepare for your demo to set you up for success
- How to structure your demo for maximum impact
- The common mistakes you need to avoid
- Top tips for remote selling, your virtual sales environment and WFH

Class 8**Running Effective Meetings
Part 4: Understanding &
Managing the Buying Process**

- What you need to understand about your prospect's buying process
- Understanding the various stakeholders you need to engage with
- Key questions to elicit your prospect's buying process
- The use of a mutual action plan to set up the next steps

Class 9**Stakeholder Engagement**

- Understanding the motivations of different stakeholders
- Being able to identify and map key stakeholders in the buying process
- Engaging with the right stakeholders at the right time
- How to maintain momentum and engagement in your deals



**Class 10**
Effective Negotiation

- The win-win goal & why it's so hard to obtain
- How to leverage the Rule of Reciprocity
- Building a framework to manage your negotiations
- How to strengthen your position & avoid discounting

Class 11
Discovery Ding Dong!

Live Discovery workshop to help you implement best practices in your Discovery calls and the Deep Discovery phase of your meetings

Class 12
Value Propositions

- Learn how to build compelling value propositions using real life examples
- Understand the challenges of creating a value proposition
- The importance of deep discovery in creating your value proposition
- How to monetize your discovery into Value Impact for your prospects

Class 13
Proposals That Win (Guest Coach Andy Bounds)

- How to structure your proposal for maximum success
- Understand how to add value and stand out from the crowd
- Key mistakes to avoid with your proposal
- How small changes can make a massive difference

Class 14
Turning Your Learnings Into Success

- Overview of key learnings
- Key learnings for you to implement immediately
- Advice on embedding the learnings within your team
- Additional top tips on building momentum in your deals



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BEN WRIGHT & TOM GLASON

Become a member



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TOM GLASON

Co-Founder, CEO and
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Scalewise

BEN WRIGHT

Ben is a strategic commercial leader with 25+ years B2B tech industry experience. Ben helped lead technology unicorn Ariba to grow from 25 employees and zero revenue to 1500 employees worldwide and over \$200m in revenue, leading to an acquisition by SAP in 2012 for \$4.3B. Ben now works with a range of VCs and has helped more than 60 B2B early-stage portfolio companies accelerate their growth to drive revenue and market share.

TOM GLASON

Tom has had a 20 year career in B2B tech sales, with the last decade spent leading sales teams in VC-backed SaaS start-ups. He's currently VP Sales at FinTech, Trussle, prior to which Tom was CCO at Goodlord, and spent 5 years as SVP Global Sales at Brightpearl where he lead expansion into the US and 4 rounds of funding. Tom is also the founder & Chairman of The London Revenue Collective, a private community designed to support the professional development of revenue leaders at high growth companies.

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GUEST COACH: ANDY BOUNDS

Become a member



BIO

Awarded the title Britain's Sales Trainer of the Year, and described by AstraZeneca's Global Communication Director as "a genius, whose advice can't be ignored", Andy's insights stem from the fact his Mother is blind. This has given him a lifetime's experience of communicating from someone else's point of view... so critical when seeking to persuade others.

Andy's three books are all international best-sellers. In fact, one was only kept off Amazon's #1 spot by Harry Potter!

Andy has spoken in 35+ countries, to audiences of all sizes. He has delivered keynotes at the Professional Speakers Association conference, as well as for blue-chip companies, Governments, professional bodies and business experts.

His core belief is "it's not what you say that counts. It's what people do differently after you've said it".