B2B Sales Specialist Certification Program

22 hours instruction + 13 hours of self-directed course work

	Module	Description	Learning Outcomes
1	**Future-Proof Your B2B Sales Career**	This introductory module introduces the student to the B2B selling landscape and current trends. It also digs into statistics and insights into the Canadian sales job market with data provided by the Canadian Professional Sales Association. The future of selling is both human centric and technology driven and will require both skill set. This module provides a roadmap for the sales skills required to succeed over the long-term as a B2B Sales Professional.	• Upon completion salespeople will be able to: • Understand the impact of digital platforms and technology on the sales profession • Have a clear understanding of the new B2B Sales Competency Map • The top 10 “Right Brained” sales skills that you need to succeed • The best practices, habits, and mindsets of top sales performers of the present and future • What it takes to move from being a frontline seller, to a top performer and sales leader
2	**Targeting the Right Clients**	This is the foundation of effective time and territory management. Using sales skills and knowledge is vital, although, if the sales person is focused on the wrong people and wrong organizations, their success will be limited. This module provides a proven methodology and process to help salespeople manage their time effectively by targeting the right clients.	**Upon completion salespeople will be able to:** • Understand to categorize present, past and potential clients, prospects and referral sources into Platinum, Gold, Silver and Bronze categories. • Implement Retain, Develop, Regain and Gain sales strategies with prospects and clients. • Develop a territory strategy which gives them the highest possible ROI on their efforts.

3	**Prospecting 2.0**	Prospecting 2.0 is a fast-paced training module designed to give salespeople and their teams the tools, insights and sales processes to attract and grow client bases. This module focuses on the importance of living in the “A” zone (Pareto Principle) and how to develop a sense of curiosity and opportunity thinking mentality. The ideal sales process is about focusing on the right customers and prospects, with the right frequency, timing, and media/messaging. We also introduce tips and principles related to effective social celling, LinkedIn and email prospecting.	**Upon completion salespeople will be able to:** • Develop a Prospecting Plan and utilize their own Prospecting Pool to build a Prospect List. • Identify 10 excellent Referral Sources that could provide valuable leads and referrals. • Apply the “Targeting the Right Clients Process” to identify the best prospects, clients, referral sources, and partners. • Use situational targeting to find more opportunities. • Use offline and in-person networking strategies.
4	**Lead Nurturing and the Power of Frequency Selling**	This module is about setting up and utilizing a process to manage and control the activities needed to Gain, Regain, Develop and Retain clients. Consistent value-added contact and engagement is required to convert prospects into clients. Salespeople will learn to use the primary, secondary, and other tools to maximize their frequency of contact with the client. In addition, a key account method called “The Most Wanted” approach will be explained for salespeople to implement.	**Upon completion salespeople will be able to:** • Create a lead nurturing campaign with clients utilizing the primary, secondary and other Sales Enablement Tools. • Convert prospects into clients through systematic follow-up. • Grow and retain existing clients with through systematic follow-up.
5	**The Art of Asking Questions (Needs Analysis and Client Discovery)**	Having high impact conversations with clients is vital to our success. It’s not just about having an agenda or list of questions to ask, it’s about how, when and why we ask the questions and how to dig deeper and discover the client’s core motives, challenges, and context. It’s also about knowing when to offer insights that help the client look at the big picture and buy-into needs they may not know they had. In many cases we are also dealing with multiple decision makers, in fact, the bigger	**Upon completion salespeople will be able to:** • Understand the value of an ‘ask and listen’ approach to selling. • Understand how to improve their capacity to listen and connect. • Design a Needs Analysis Questionnaire. • Uncover clients core motivations, business drivers, product usage potential and challenges.

		the opportunity the more people we often need to get on side and collaborate with.	• Understand the impact of rapport and non-verbal communications to connect and communicate effectively with clients.
6.1	**Enterprise and Key Account Selling Success** **Part 1**	Enterprise and B2B selling tends to involve a longer sales cycle, and multiple decision makers or buyer influencers. In most cases with large projects and solutions, it's not about getting someone to buy from the salesperson, it's about getting "buy-in" and establishing credible business relationships. This module will help the sales team become better at managing long sales cycles and engaging multiple senior stakeholders.	**Upon completion salespeople will be able to:** • Understand the Five Stages of Relationship Development, and how to accelerate them. • Map out and communicate with the six major types of buyers that influence a complex sale (including key decision makers and C-level Executives) • Understand how move a mindset from "salesperson" or "technician" to "business person/expert that sells." • Understand and put to work the key principles that are important in long term business relationships. • Create a plan of action to improve skills and knowledge, and be more effective with long term client relationships.
6.2	**Enterprise and Key Account Selling Success** **Part 2** **Decision Making Profiles**	This module looks at each Power Player's Personality Profile, Thinker Profile and the group's Decision-Making Profile. This information provides more insight into how the salesperson can more effectively interact and influence each of the Power Players. Includes a personal SSI or Sales Style Indicator Assessment.	**Upon completion the students will be able to:** • Understand the various personality profiles and thinker profiles and how they can be influenced and how the different profiles make decisions. • Plot each of the Power Player's profiles • Understand their own Profile and how they can sell more effectively • Utilise the Group Decision Making profile Tool
7	**Maximizing Sales Opportunities**	There are two major factors that help us maximize sales opportunities. The first is the ability to sell value over price and the second is the ability to add-on, up-sell and cross-sell during the sales process. Often, we don't need more customers; we just need more from each customer. In other words, we want a "bigger share of the customer's wallet". This module is	**Upon completion salespeople will be able to:** • Convert data on client needs into value focused benefits and customer centric outcomes. • Understand the power of storytelling in building-value in the eyes of the client. • Identify up-sell, cross-sell, and add-on opportunities with clients.

		about the many ways to maximize additional sales opportunities.	• Know when to down-sell to build long-term trust and credibility
8	**Handling Objections**	All objections, questions, awkward situations, and hurdles for moving the sales process forward are easy to handle providing you are prepared in advance for them. This module helps categorise the different types of objections and how to handle each of them in a calm but effective manner.	**Upon completion salespeople will be able to:** • Utilise the ‘7 Winning Objection Handling Strategies’. • Understand and answer the most common types of objections. • Respond with ease about price objections. • Utilise ‘soft openers’ when responding to objections, questions and challenges
9	**The Professional Salesperson: The Negotiator and Closer**	In this module, salespeople will learn the 7 Basic Rules of Negotiating and the qualities of being a good negotiator. Just like negotiations, closing happens at almost any step in the sales process. Salespeople aren't always closing the deal but they are closing the next step. In this module, salespeople will also learn how to recognize verbal and non-verbal closing signals, know when to close and utilize different ways to close the sale.	**Upon completion salespeople will be able to:** • Measure themselves against the qualities of a good negotiator and implement a plan of action to improve these qualities within themselves. • Integrate the "how-to's" of the 7 basic rules of negotiations. • Understand how to prepare for a negotiation • Recognize verbal and non-verbal buying signals with a buyer and when to close • Create win/win outcomes that protect margins and secure client relationships
10	**Social Selling Excellence**	This module covers the core principles of successful social selling. This module will walk salespeople through the online sales funnel and learn how content and conversation can attract business and differentiate them from their competitors.	**Upon completion salespeople will be able to:** • Apply "The Rules of Engagement" in social media. • Understand how to become though leaders through content marketing and online engagement. • Understand how to build an online tribe or referral network.

			• Map out a content plan for sales, branding and storytelling. • Utilize “social proximity” to generate warm referrals • Gather valuable customer and competitive intelligence using social media
11	**LinkedIn for Sales Fundamentals**	This module covers all of the core functionality for salespeople that LinkedIn has to offer. It addresses the attributes of a well-developed LinkedIn profile and presence and how LinkedIn sales influencers establish and maintain a successful presence on the network.	**Upon completion salespeople will be able to:** • Develop an effective LinkedIn profile using the ‘12 Point LinkedIn Profile Checklist’. • Understand how to grow online network and find qualified prospects. • Leverage content marketing on the LinkedIn platform to attract and retain customers. • Use LinkedIn for cold prospecting and generating referrals. • Understand how take a connection and move it into their sales funnel
12	**Strategic Sales Planning**	Strategic sales planning helps salespeople understand how to do develop a strategic account and/or territory plan. This plan integrates most of the key concepts taught in the program thus far into a single personal sales playbook or strategic plan.	**Upon completion salespeople will be able to:** • Understand and develop a strategic sales plan and personal sales playbook. • Map out personal sales funnel steps and determine conversion rates. • Develop a lead nurturing map and process. • Forecasting, sales quotas and sales finance basics • Work backwards from sales quotas or goals to establish daily, weekly and monthly KPI’s. • Use the large account management sheets for larger complex sales plans • Integrate social selling into your strategic sales plan

Each Module Comes with:

60-90 – minutes of HD video of Shane Gibson
Supporting Text
Exercises and Implementation Sheets / Fillable Workbook

Assessments / Tests:

Salespeople are evaluated through multiple choice online questions that target knowledge, application, or critical thinking. Each module attendees are given implementation and action items, completion of these is verified through feedback from their virtual sales coach.

To become "verified" as a B2B Sales Specialist and a Certified Professional Salesperson by Sales and Marketing Executives International students must pass the quizzes and complete the Strategic Sales Plan.

Delivery Methods:

1. Online asynchronous learning through webinar format combined with downloadable texts and workbooks, students also have access to the webinar. Students get personal feedback and coaching from a Sales Academy Verified sales coach via instant messaging, group forum feedback.
2. Modular online asynchronous course hosted using the Thinkific Platform with direct feedback on assignments completed in each module.

**The Strategic Sales Planning module is a step-by-step walk-through of the plan format and template.
Competency for this module is assessed upon completion of an effective, realistic plan that pulls in the major concepts from many of the modules in the program. Learning materials in this module include a sample Strategic Sales Plan and a blank template in Word format. To get full credits for this module, the sales plan will be reviewed and approved by the virtual sales coach.