



COURSE PACK OVERVIEW AND CUSTOMIZATION

Ready-Set-Sell is a fast-paced, action-oriented learning program designed to build sales skills. Learners explore one e-course per week and meet with their managers to identify opportunities to immediately apply new skills with prospects. Each course comes with a downloadable workbook that can be customized for you. Knowing that sales teams love competition, learners can earn points, badges and rewards for course completion and using their new skills.

Prospecting That Works

- Finding Leads and Making Cold Calls
- Networking and Creating Connections
- Writing a Pre-Call Script
- Asking for Referrals

Communicating Effectively

- Listening Effectively
- Reading Clues and Matching Styles
- Tailoring Your Message to Speak a Customer’s Language
- Adjusting for Tone

Analyzing Needs

- Building Rapport
- Using High-Value Questions to Understand Needs
- Planning for Needs Analyses Meetings

Differentiation

- Creating a Value Proposition
- Aligning with a Customer’s Needs
- Differentiating Yourself and Perfecting Your Approach

Asking the Right Questions

- Using Open-Ended, Closed-Ended, and Clarifying Questions
- Confirming and Clarifying to Ensure Understanding
- Scripting Questions for Your Calls

Positioning Against a Competitor

- Doing Your Homework
- Delivering a Compelling and Convincing Story
- Planting Seeds for the Future

Effective Proposals

- Customizing to Build Customer Value
- Developing Goal-Oriented Solutions
- Anticipating and Planning for Future Business

Asking for the Sale

- Being Confident
- Overcoming Objections
- Reinforcing Your Value

FREE RESOURCES

These resources are included with your subscription to Ready Set>Sell.

Assesement

Baseline and Summative Assessments measure learning and can be customized to include knowledge unique to your organization.

Manager Toolkit

Our Manager Toolkit provides a script to guide weekly one-on-one coaching sessions between the manager and each learner.

OPTIONAL SERVICES

These resources can be purchased with your subscription to Ready Set>Sell.

Group Power Meetings

Online or in-person Power Meetings provide the opportunity to customize the content, reinforce skills, and energize your learners.

One-on-One Coaching

Individual meetings with our experienced coaches ensure sales team members get the development they need while building accountability for new skills.

Everything DiSC® Sales



Everything DiSC Sales helps learners understand their selling styles while getting dozens of tips to adapt to customers' buying styles. Your team can also create unlimited, customized Customer Interaction Maps.

Learning Experience Platform



With our Spoke learning experience platform, you can house sales tools, job aids, motivational messages, and even a coaching process for consistent success. There's even a community feature for sharing ideas!