

Ramon Vela's

StreetSmartSolutionProvider

Jumpstarting the Sales Cycle

How to Cold Call, Prospect, and Qualify Faster, Better, and Smarter.

Every salesperson and executive knows that the single best way to jumpstart sales, grow your revenue, penetrate and grow a new territory, and build relationships is with the phone. And given today's economic climate and tightening budgets, a salesperson's ability to cold call and prospect and sell over the phone has become absolutely critical to the success of any business.

Yet, many salespeople feel apprehensive about cold calling, prospecting, and qualifying. Some sales people haven't learned to adapt their sales skills to how people are buying and evaluating vendors in a post-recession economy. Some are too accustomed to selling products not solutions, some have never learned a sales process, and still others simply suffer from anxiety and call reluctance.

The good news is that all these problems can be overcome if the sales person has a strong desire to succeed.

In our 8-week intensive course (given over the web and phone), we teach the key skills that enable sales people to:

- **Sell faster (for quicker revenue)**
- **Sell better (to multiple high-level individuals within the enterprise)**
- **Sell more consultatively (to add more revenue from existing customers)**
- **Better qualify (or disqualify) prospects, faster**

Bottom-line, we help them establish a cold calling routine to increase leads and drive more sales.

On-the-Job and One-on-One Training

Another important part of our curriculum is our one-on-one private coaching session with each sales rep. For instance, we conduct role-playing situations identical to the sales reps will face once they are out of the class and back on the telephone. In addition, each rep will be tasked with selling to a "prospect" he or she will reach by telephone.

Topics Covered:

- Understanding IT buyer psychology and how to adapt
- Overcoming mental roadblocks, goal setting and resiliency training
- Cold calling & Prospecting
- Questioning skills
- Qualifying and reading buying signals
- Objection handling skills
- Closing skills
- Charting the decision-making process
- Managing the funnel
- Account planning
- Territory management
- Communication techniques
- Selling business value
- Connecting business priorities with technology solutions
- Lead generation for the salesperson (including using social media)

Details:

Length: The 8 week course begins November 17th and runs through January 5th.

Please note: There is a possibility that the course will be extended to make up for holiday activities (such as vacations, etc.), during the week of December 21st.

Who should attend?

Inside Sales, lead qualification, and maintenance renewal personnel.

Generally, this training will benefit any business-to-business technology Sales person, from junior to senior, who relies on the phone to generate and nurture prospects and leads to grow their sales revenue.

Pre-requisites for attendees: None

Size of the class: limited to fifteen (15) reps

Pricing: \$795 per sales rep

Before ending each private session, we'll coach the rep through an actual call, with real prospects, in the sales rep's actual sales territory. We'll also cover topic such as:

- Goal setting
- Account management
- Strategic sales planning

This part of the training is live and held over the phone and web.

For more information or to register for this course, please contact Ramon Vela at 1-800-505-5972 or visit our web site: www.streetsmartsolutionprovider.com.

About Ramon Vela

Ramon Vela is an entrepreneur, author, speaker, motivational teacher, and sales trainer. He is a foremost sales and direct-response marketing expert in the technology industry. He owns and operates several businesses and is the author of "29 Marketing Strategies Guaranteed to Grow Your IT Solution Provider Business (in any environment)".

He cut his teeth working for, building, and starting VAR, channel and technology organizations, and uses straight talk to pinpoint the critical elements that make the difference between sales success and failure.

GUARANTEE

If in the 3 months following this intensive course, the participant has not increased their sales by a minimum of 15%, we will refund your total tuition in the form of a credit for marketing and sales services with our company. If you have the desire, we guarantee your success.

**Please note: At the end of the course, each participant will be given a goal in which to gauge this guarantee metric.*