

## Techno-Sales Training

### **Training Points are:**

1. **B2B Sales**
2. **Strategic sales and Marketing**
3. **Marketing Analytics**
4. **Intermediate to Advance**
5. **Negotiation skills**

### **1. B2B Sales:**

**The B2B sales methodology we teach to Fortune 500, high-growth companies. ~~~**

- **Account Planning:** to better understand your clients to increase your sales and positioning.
- **Building Relationships:** the key concepts to establishing long-term relationships, avoiding short-sighted sales and transactions, and closing bigger deals.
- **Win Strategy:** development of strategies to substantially increase the probability of closing big deals.
- **Origination:** start creating ideas and originating opportunities with higher possibilities of being the —sole source and therefore, competitor-free.
- **Contracting:** different tips to start-ups and entrepreneurs, to succeed during contracting and achieve a win-win approach with the client.

We will teach you how to target the right clients and people, prepare and conduct sales meetings based on effective account planning and develop successful winning strategies in order to close big deals.

## **2. Strategic sales and Marketing:**

### **9 Tips for Developing Your Sales and Marketing Strategy**

- 1. Budget for Success**
- 2. Review and Update Your Ideal Customer Profile and Personas**
- 3. Document Your Buyer's Journey**
- 4. Confirm Your Differentiators**
- 5. Review and Organize Your Marketing Collatera**
- 6. Review Your Website and Online Marketing**
- 7. Review and Document Your Sales Process**
- 8. Document Your Sales and Marketing Strategy**
- 9. Track Your Progress and Evolve Your Tactics**

## **3. Marketing Analytics:**

Marketing analytics **is the practice of measuring, managing and analyzing** marketing performance to maximize its effectiveness and optimize return on investment (ROI).

**Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars.**

- Drive your company's Return on Investment (ROI) with analytics-based marketing strategies.**
- Apply analytics tools and techniques to real-world problems and scenarios.**
- Practical applications in price and promotion analytics.**
- Analysis of competitive trends.**

- **Distribution and sales performance.**
- **Competitive Analysis and Market Segmentation.**
- **Budgets for multiple campaigns.**
- **Advanced programming languages.**
- **Conjoint analysis, decision trees.**
- **Brick and mortar vs. e-commerce channels.**

## **4. Intermediate to Advance:**

### **What makes a great blog**

There are literally hundreds of marketing blogs out there. In my mind, to stand out and be noticed, a marketing blog needs to:

- **Create a continuous stream of fantastic, fresh, thought-provoking articles—even if it's 3 posts a month**
- **Regularly challenge beliefs set in stone in the social media and marketing industry**
- **Provide new insight into a trend, or present a new way of thinking**
- **Showcase content that can potentially affect the way marketers work on a daily, weekly or monthly basis**
- **Create content that will help marketers and strategists hit their KPIs**
- **Understand that their content needs to have huge value**

### **10 Must-Read Marketing Blogs for Intermediate and Advanced Marketers**

- **Mark Schaefer's Businesses Grow: Thought-provoking marketing reads**
- **Jon Loomer: Deep data on Face book advertising**
- **Ad Week's Social Times: Top industry news**
- **E-Consultancy: Data-driven and actionable**
- **E-Marketer: Data, data and more data**
- **Stone Temple Consulting: Business-ready SEO advice**
- **Social bakers: Social media analytics experts**

- **Global Web Index: Trends and demographic data**
- **Shopify's Blog: E-commerce optimization**
- **ConversionXL: Advanced testing and optimization**

## **5. Sales Negotiation Skills to Develop:**

The most important negotiation skills in sales are:

- **Clearly defining concessions**
- **Speaking second**
- **Steering clear of ranges**
- **Refusing to "split the difference"**
- **Writing terms at the right time**
- **Speaking with the decision maker**
- **Getting for a give**
- **Talking more than money**
- **Being away human**
- **Knowing when to walk**