



# COMMONLY OVERLOOKED

## sales training topics



### **Storytelling for Sales**

HOW WELL ARE YOUR REPS ABLE TO TELL AND ARTICULATE IMPACTFUL STORIES?

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### **Competitive Strategies & Win Plans**

WHAT ARE THE 6 COMPETITIVE STRATEGIES? HOW WELL CAN YOUR REPS APPLY THESE IN A SALES CALL?

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### **Why Deals Stall?**

UNDERSTAND THE 8 REASONS WHY A DEAL IS STALLED AND HOW TO 'UNSTUCK' YOUR TEAM

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### **Account Growth Strategy**

HOW TO LEVERAGE SEG SALES TECHNIQUES TO IMPROVE WALLET SHARE IN THE ACCOUNT

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### **Social Selling**

HOW TO MASTER LINKEDIN SELLING AND OTHER PLATFORMS OUTSIDE OF CALLING/EMAILING

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### **Effective Selling in a Virtual + Hybrid World**

UNDERSTAND THE CHALLENGES AND WAYS TO SELL AND PRESENT EFFECTIVELY IN PERSON OR ONLINE

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### **The Three R's**

RECOGNIZE, RESEARCH AND UNCOVER THE BUSINESS AND PERSONAL AGENDAS OF YOUR BUYER