

MINDSETGO TRAINING PROGRAMS

Sales Programs

01 Trusted Expert: Position Yourself as the Best Choice
02 Story Selling
03 Decision Making
04 Overcoming Objections
05 Prioritization and Task Management
06 Motivational Interviewing
07 How to Differentiate Yourself
08 Perception and Body Language
09 Prospecting
10 Negotiation and Budgets
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PROGRAM 01

Trusted Expert: Position Yourself as the Best Choice

OVERVIEW

Think about someone you seek out when you are working through a challenge. They help you think things through and see what is important. By asking the right questions, and listening, they do not just give you answers—they help you come up with them. People like this help us see what is possible; that is why we seek them out again and again.

No matter how experienced the sales professional, knowing what makes you stand out, add value, and how to communicate this value to buyers is integral to being successful as a communicator. Learn how to be a trusted expert in this two part program, walking away with the ability to understand and articulate your value and build a rapport with clients and communities.

CHALLENGES

- Customers are choosing competition over your organization
- You struggle to build relationships and lasting impressions with clients
- You do not convey passion or purpose overly well when interacting with customers
- Sales tactics and templates make your team sound too much like salespeople

OUTCOMES

- Distinguish you and your company from your competition
- Articulate a noble sales purpose that is meaningful and authentic
- Demonstrate Passion: People don't buy what we do they buy our reason for doing it and what we do for others.
- Read, interpret, and respond to tone and body language
- Remember how to not look, sound and act like a salesperson
- Employ reflective listening for confirmation and clarity
- Earn the right to continue the conversation by understanding and focusing on your buyers' needs, concerns, and expectations.

SKILLS CERTIFICATION

Active and reflective listening | Read and understand body language | Identify and manage misunderstandings | Self-awareness

TYPE

Webinar, On-site training, eLearning

LENGTH

Launch & Learn, 2 hours, or half-day

WHO SHOULD ATTEND

- Social Influencers
- Changemaker
- High-potentials
- Those who struggle to be assertive
- Learning and Development Personnel
- No formal sales training
- Outdated sales training
- First time leaders through seasoned managers
- No formal leadership training
- Managers who need higher performance from their team

PROGRAM 02

Story Selling

OVERVIEW

Salespeople often rely on product knowledge and use it prematurely. The question is not whether product knowledge is valuable and should be used; but how to use it and when? Shifting the focus from how you are going to help to WHY clients should act is integral for connecting with your prospects. Be able to articulate with emotion and enthusiasm what you want them to learn, to feel, and to do. Story Selling helps connect with and engage an audience by painting a vision for the future and creating lasting impressions with the narratives you have constructed.

CHALLENGES

- Unhealthy one-time-buyer to returning customer ratio
- Lack of relationships with clients
- Sales team is unmotivated, unenergized
- High turnover on leads, unhealthy closed-lost to closed-won ratio

OUTCOMES

- Paint a compelling picture of how the buyer's world will improve when they buy from you
- Tell third-party stories to create confidence in the ability of your company to deliver the necessary solution
- Understand how to effectively use vocal variety and energy
- Choose the most efficient words to convey your point
- Use verbal and non-verbal techniques to project confidence
- Articulate why you do what you do

SKILLS CERTIFICATION

Active listening | Conversational intelligence | Empathy & perspective taking skills | Create and articulate a vision

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PROGRAM 03

Decision Making

OVERVIEW

Bring predictability and consistency into your sales process and learn the knowledge and skills to uncover the decision-making people, process, and criteria of your clients. Know how to turn your intermediate decision maker into an “inside salesperson.” Know how to get your “inside salesperson” committed to your cause before he or she goes in front of the committee for you. Find out how to recruit your "inside Salesperson" and neutralize those people that may have concerns or favor a competitor’s services over yours. Understand how to get commitments from the different types of buyers you're prospecting.

CHALLENGES

- Too many leads lost
- Sales team is never sure who they should be “convincing” when sending proposals, follow-up emails, etc.
- Struggle to get past the sales “gatekeepers”
- Proposals are sent and dismissed before they reach decision makers
- Lack of awareness regarding corporate sales structure

OUTCOMES

- Gain access to those influencing the decision makers
- Understand what motivates those involved in the decision process
- Train influencers to become inside salespeople.
- Neutralize the competitor’s fans on the buying team
- Drive consensus among complex, multiple decision makers
- Get rid of “think-it-overs”

SKILLS CERTIFICATION

Critical thinking and problem solving | Building trust and influence | Market/Consumer research and analysis | Process-based habit change | Conversational Intelligence | Differentiation

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PROGRAM 04

Overcoming Objections

OVERVIEW

Key decision makers can be hesitant, resistant, or even apathetic. Learn how to respond to an objection and how to address it so your answer becomes the reason for moving forward. Participants will learn how to use questions to handle the most often used stalls and objections heard from prospects. By using questions to bring up concerns and expectations before the prospect has a chance to, you remove the roadblocks and streamline the process, building rapport as a thoughtful sales professional as you do so.

CHALLENGES

- Lead times are too long, and not enough turn into sales
- Sales team is reactive rather than proactive to the same objections they hear from almost every client
- Lack ability to confidently assuage clients' objections
- Difficulty identifying the root causes of objections and stalls

OUTCOMES

- Discover hidden objections through motivational interviewing
- Use the "Objection Autopsy" to comfortably and confidently address the primary objections, and separate objections from conditions
- Deal with objections in a conversational, non-adversarial way
- Learn what to do when deals get stuck and you are missing your forecast
- Present the ROI case and maximize the impact of your solution so you can to decrease buyer resistance
- Assess and improve your current responses to stalls, like "Call me back next month, "Not interested/No need", "Have a supplier/Under contract" "Too busy", "Send me your information" etc.

SKILLS CERTIFICATION

Critical thinking | Inquiry-based discovery | Perspective taking skills | Proactive problem solving | Negotiation | Confident communication | Resiliency under pressure, objections, and challenges

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PROGRAM 05

Prioritization and Task Management

OVERVIEW

Most professionals are bombarded every day with a constant stream of emails, unforeseen pop-ups that "only you" can fix, and interruptions that can derail your entire day. If you have ever left the office with your To-Do list partially completed, or been frustrated with projects that are passed due but you cannot seem to spend enough time on, this course can help alleviate some of that pressure. With MindsetGo's mindfulness and process-based strategies, you can separate your emotional response from stress and tackle your workload confidently and effectively.

CHALLENGES

- Not enough time to address long term projects with day-to-day tasks in the mix
- Difficulty effectively focusing on projects with constant emails, meetings, and other interruptions
- Unsure how to prioritize varying projects and daily tasks
- Inability to say "no" to additional assignments when your workload is maxed

OUTCOMES

- Critically examine a normal day and discover routine obstacles/interruptions and how to overcome them
- Evaluate varying time management strategies against your own strengths, weaknesses, and workflow to determine what works for you
- Set long-term and short-term goals using personalized time management templates and share those goals with an accountability partner, group, or supervisor
- Reflect after completing a task, analyze your processes, success, and challenges and identify ways to improve
- Establish a routine and maintain your new habits

SKILLS CERTIFICATION

Self-awareness | Stress management | Process building | Resiliency and adapting to change | Critical thinking and problem solving | Time management | Accountability

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PROGRAM 06

Motivational Interviewing

OVERVIEW

Our focused and engaging program offers proven tools to help address ambivalence and engagement both on an individual level and at a group level. Motivational Interviewing is a great tool to understand an individual's motivation, enable people to recognize their own patterns, own their personal outcomes, and understand how they will achieve their goals. You and your team will learn incredibly empowering ways to really understand your clients and team members' needs and then work with them to reach the solution required through inquiry-based discovery. Asking the right questions and actively listening to the response is an effective approach to developing skills as a transformational leader, one who can communicate well, enhance engagement, and lead through change.

CHALLENGES

- Not getting to the bottom of your clients' needs and expectations
- Inability to connect with colleagues or understand their passion/motivation
- As an executive, you feel your teams and departments are not collaborating well or connecting with one another
- As a team leader/project manager/executive, you are unsure how to motivate members of your team because they do not respond to the same incentives as you

OUTCOMES

- Recognize the benefits of Motivational Interviewing and motivational questioning
- Draw out individuals to make their own conclusions
- Increase the level and quality of information gained in a conversation
- Elicit and strengthen a person's willingness and confidence to make changes
- Empower others to take action
- Get clients "unstuck" and willing to move forward
- Implement motivational Interviewing practice during skill-building exercises

SKILLS CERTIFICATION

Inquiry-based discovery | Active listening | Self-awareness | Empathy | Perspective taking skills | Conversational Intelligence | Motivating others

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PROGRAM 07

How to Differentiate Yourself

OVERVIEW

This training is a mix of how you present yourself and how others see you. A strong personal brand is what differentiates you from your competition and represents how you are seen, heard and understood. By learning how to stand out, participants will know how to articulate what makes themselves and their company unique.

Through networking simulations and group activities, participants experience each step of the networking process from making a first impression to building referral partnerships. Participants finish the program with a newfound confidence and knowledge to ask the right questions, excel at relationship-building and influence people, decisions, and results.

CHALLENGES

- Inability to articulate your organization's unique value, products, services, etc.
- Difficulty connecting with clients or building referral relationships
- Unsure how to create a personal brand or where to start
- Poor first impression/inability to make lasting impressions
- Often used as a price-point comparison for other opportunities

OUTCOMES

- Demonstrate your beliefs, values and abilities
- Change, clarify, and create the perceptions you seek
- Establish trust and build credibility verbally and virtually
- Improve and leverage your professional relationships so you maximize referral opportunities
- Identify and articulate what differentiates you from the rest
- Embrace your unique skills and passions

SKILLS CERTIFICATION

Self-awareness | Self-advocacy | Perspective taking skills | Conversational intelligence | Inquiry-based discovery

TYPE

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PROGRAM 08

Perception and Body Language

OVERVIEW

Studies show that as much as 55% of communication is conveyed through body language; it is essential that professionals know how to read, interpret, and respond to it. You will learn how to interpret all types of body language as well as how to communicate through body language that is open and invites collaboration from your teams and departments, and makes others feel comfortable to approach you during meetings, to give feedback, or work jointly on a project.

CHALLENGES

- Members of your team, your employees, or even your clients perceive you as “unapproachable”
- Sometimes you are unsure of the message colleagues are trying to convey, due to the fact that their body language does not match their verbal communication
- You are having a hard time connecting with certain members of your team or staff
- You feel as though your body language or facial expressions sometimes give your team, staff, colleagues, or clients off-putting signals

OUTCOMES

- Becoming aware of your own and others nonverbal behaviors to understand the messages you are sending/receiving
- Decoding body language signals, facial and vocal expressions
- Controlling what your body says
- Talking without speaking
- Listening and observing for what to watch for

SKILLS CERTIFICATION

Self-awareness | Self-regulation | Emotional intelligence | Body language and observation skills | Active listening

TYPE

Webinar, On-site training, eLearning

LENGTH

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PROGRAM 09

Prospecting

OVERVIEW

Buyer attention spans are short, decision makers are hard to reach, there's 100 times more noise and clutter than just a few years ago, and it takes more than networking, referrals, and repeat business to maintain a healthy pipeline of qualified leads. Our Prospecting program trains participants to influence the gatekeeper, disqualify the non-buyer with the right questions, and apply tactical problem solving on phone calls, face-to-face interactions, over email, and on LinkedIn. The program also teaches resiliency skills to overcome what holds people back from making the calls, and how to deal with rejection and disappointment when leads fall through.

CHALLENGES

- Fear of rejection
- Inability to motivate oneself to make sales calls
- Exhausted sales network
- Unhealthy one-time buyer to returning customer ratio
- Sales call templates that just don't work

OUTCOMES

- Overcome roadblocks and convert leads
- Qualify the buyer
- Improve customer interactions with active listening, inquiry-based discovery,
- Increase cross-selling opportunities
- Be assertive with outbound prospecting
- Identify new networks and sales pools

SKILLS CERTIFICATION

Networking | Critical thinking and problem solving | Confident communication and phone skills | Discerning underlying assumptions, reservations, and motivators | Active listening | Overcoming fears and bad habits

TYPE

Webinar, On-site training, eLearning

LENGTH

Launch & Learn, 2 hours, or half-day

WHO SHOULD ATTEND

- Social Influencers
- Changemaker
- High-potentials
- Those who struggle to be assertive
- Learning and Development Personnel
- No formal sales training
- Outdated sales training

PROGRAM 10

Negotiation and Budgets

OVERVIEW

Lower the price and risk not making enough or stick to your price and risk losing the sale? You can avoid making that choice. Be more effective getting paid full price and handling price objections. Apply the skills and knowledge to Influence your buyer's perception of cost, value and benefits. This 3 part series focuses on negotiating to create win-win solutions, understanding how and when to talk about money, and being resilient through pressure from pricing and competition.

CHALLENGES

- You feel as though you're being used as a comparison or "price point" in order to get a better deal with someone else
- Lack of confidence under competitive pressure
- Poor negotiation and conversational skills
- Not effective in communicating value or what makes your products/services "different"

OUTCOMES

- Negotiate the best win-win solutions that keep profits, margins, and customer satisfaction high
- Transition negotiation into a joint problem-solving session.
- Turn "price" and "cost" conversations into "value" and "ROI" conversations
- Determine when and when not to submit a proposal without a budget
- Deal with diminished budgets and requests for discounts
- Avoid feature-to-feature combat and motivate your prospect to see your solution as a custom fit

SKILLS CERTIFICATION

Negotiation and Conversational Intelligence | Customer Service | Differentiation | Self-Awareness | Empathy | Inquiry Skills

TYPE

Webinar, On-site training, eLearning

LENGTH

Launch & Learn, 2 hours, or half-day

WHO SHOULD ATTEND

- Social Influencers
- Changemaker
- High-potentials
- Those who struggle to be assertive
- Learning and Development Personnel
- No formal sales training
- Outdated sales training

PROGRAM 11

Winner's Circle: The Power to Perform; Achieve Professional Goals and Create Extraordinary Results

OVERVIEW

In this four part series, MindsetGo breaks down the major components of sales through building both technical, industry-driven knowledge and emotional intelligence skills. Part 1, Formulating a Winning Mindset, focuses on combining product knowledge with a customer-driven ethos to be more proactive, and looking inward to understand participants' own motivators so they can better cope with success, challenges, and disappointment. Part 2, Relationships Before Revenue, is a comprehensive evaluation of the perception of oneself and others in order to maximize the ability to connect, accelerate success, and engender trust in relationships. Part 3, Influence, Motivate, and Inspire, centers on building advocacy skills, confidence, assertiveness, and influence by understanding what motivates others throughout the decision making process and leveraging those factors to secure commitment. Part 4, Outplay, Outthink, Outperform the Competition, teaches participants how to differentiate themselves and their organization from the first interaction verbally and virtually, using motivational interviewing, win-win negotiation templates, and demonstrating value over benefits and features.

CHALLENGES

- Fear of rejection
- Non-returning or one-time customers
- Slow to achieve buy-in and commitment
- Buyers' assumptions shape their agendas, inability to connect with clients and understand needs
- Passive communication styles rather than assertive and confident

OUTCOMES

- Determine, forecast, measure and embrace outcomes
- Develop resiliency skills to maintain confidence
- Adapt your approach, communication style, level of detail, pace, etc. based on customer expectations and interactions
- Connect to clients through emotional intelligence, reading body language, and active listening
- Relationship building: communicate values to build trust
- Storytelling: weave a compelling story about your brand, product, or yourself within your sales pitch
- Self-awareness: identifying challenges that may be detracting from effectiveness
- Use product knowledge to establish key questions and uncover the buyer's needs through motivational interviewing

SKILLS CERTIFICATION

Body Language Reading | Active Listening | Storytelling | Self-awareness | Motivational Interviewing | Building Trust

TYPE

Webinar, On-site training, eLearning

LENGTH

Launch & Learn, 2 hours, or half-day

WHO SHOULD ATTEND

Social Influencers

Changemaker

High-potentials

Those who struggle to be assertive

Learning and Development Personnel

No formal sales training

Outdated sales training

First time leaders through seasoned managers

No formal leadership training

Managers who need higher performance from their team