training Europe's SDR talent for the SaaS industry

venatrix

saas sales partner

Introduction

Courses

1. Sales Essentials
2. Powerful Pull Selling
3. Campaign Generation & Contact Optimisation
4. Online & Social Selling
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6. Converting Content & Emails
7. Strategic Networking
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Overview

Our training approach is centered on institutionally recognised methods that we have updated to lead the modern sales market. By partnering with prominent Sales Leaders within the industry, practical feedback shapes our courses to deliver the most effective training available for those starting in the field.

We offer our SDR's the chance to practice the skills they learn and build their confidence in a room full of peers. The course focuses on action-based activities so that each representative leaves the room proud to be a salesperson, and able to qualify a buyer to confidently convert a simple conversation into sales outcomes.

The skills taught here are applicable across sales positions. At the end of each session your employee will leave the room with an implementable sales tactic that can immediately improve their performance; our Showpiece.

Sales Essentials

Agenda

1. Sales Today
2. The Buyer’s Journey
3. Personality Types
4. 6 Stages of Sales
5. Effective Elevator Pitch

Overview

‘The Sales Person’ has evolved and has completely transformed what it means to work in sales within the modern landscape. This course is designed to give graduates an overview of how their position is integral to the business and what it really means to be a sales person. Here we’ll clear up some myths and misconceptions about the position and offer real-life context of how their KPIs and targets fit into a company’s mission so SDRs are aware of the strategic purpose behind their role.

Showpiece

In this session, each person will craft an elevator pitch for your product/service. Each person will come back to the office with a structured statement enriched with persuasive content to hook potential buyers.

Outcomes

SDRs will leave the session with a core understanding of how their role plays into the success of the company. In this session, each person will understand their own personality type and recognise how to tailor their communication style with different people. Understanding themselves will help them to better understand buyers and take them along the sales journey. By offering these frameworks, best practices, and templates, each person then takes ownership to implement them in their own working environment.

Powerful Pull Selling

Agenda

1. Pull Selling Principles
2. Effective Communication
3. Questioning & Listening
4. Developing a Need
5. Selling the Benefits

Overview

Powerful Pull Selling is all about the approach and the sales methodology we take, pull and SPIN. This course is all about how we communicate and develop a need in the buyer through conversation tactics. We recognise communication underpins all of our interactions. To optimise each conversation, representatives are trained on influencing the buyer by using a consultative approach that leads the potential buyer to deciding on their own terms that they need your product or service.

Showpiece

In this session, SDRs will hone their sales skills by pitching a product back to their peers through a consultative approach that takes the ‘buyers’ needs into consideration by practicing each tactic to generate a successful sale.

Outcomes

We introduce the differences between pull and push selling so representatives can identify their own tactics and improve their pitches. By identifying which channels facilitate conversations through verbal, visual, and vocal communication, we recognise and teach that you can’t achieve a pull sell without a two-way conversation. Our teaching focusses on identifying what the benefits of the product are and why these relate personally to the buyer’s specific needs to achieve a sale.

Campaign Generation & Contact Optimisation

Agenda

1. Build Your Sales Conversion Funnel
2. Channel Optimisation
3. Touch-Point Plan
4. Activity Roadmap
5. Systems & Reporting

Overview

Data management and administration is core to creating a revenue driven process that successfully meets KPIs. This propriety course will equip SDRs to optimise their workflow through a detailed a proven approach to managing day-to-day tasks. By connecting each task through touchpoint plans and activity timetables, each person will be able to gather data, manage that data, and then use this to determine their workflow.

Showpiece

Together we create a practical timetable and touchpoint plan to direct each individual's sales efforts and ensure that each know how to optimise their workflow through tailoring their plan to increase their sales.

Outcomes

Our touchpoint plan is an operational framework based on best practices and aggregated industry data. We inform representatives how to organise their workflow and optimise lead contact so they can call a lead at an optimal time and successfully follow-up. Our structure enables representatives to sell in the right order, with the right frequency and at the right time. Representatives will be able to manage their data to generate effective strategic calls and hold targeted conversations that are purpose driven and wholly relevant.

Online & Social Selling

Agenda

1. Build Your Brand
2. Find & Qualify Candidates
3. Trigger Selling
4. Insights Selling
5. Effective Engagement

Overview

We know the power of phone activity in selling, we also know that a multi-channel approach can support and enhance phone activity. We teach an omnichannel approach so an SDR has the highest conversion potential when they get a potential buyer on the phone. SDRs can build strategic networks to pitch to, whilst effectively positioning their personal brand to gain traction with the relevant people.

Showpiece

In this session, the group write a live targeted message to a potential buyer. These messages are composed by the group have a 100% success rate in getting a response and starting that conversation.

Outcomes

Half of the course centres on LinkedIn, how to use LinkedIn, how to build a decent profile, how to use the features and facilities to build a good network. Our SDRs will be able to approach potential buyers and hold relevant conversations by understanding their market through effective buyer research. By offering insights and relevant industry news, SDRs hook buyers by offering something of value and bring their own personality into the buying process.

Tactical Telephone Sales

Agenda

1. Cold Calling Mindset
2. Preparing for the Call
3. Getting through the Gatekeeper
4. Initiate & Own the Conversation
5. Objection Handling & Closing

Overview

Telephone selling remains the most important channel to sell through, yet new sales people still experience difficulty picking up the phone. We teach SDRs how to adopt the right mindset and professionally prepare for the call to gather information rather than cold selling. Representatives learn to empower the buyer to make informed decisions through a structured conversation, that leads the buyer to the desired conclusion.

Showpiece

In this session, each person will come away with tailored scripts, templates and cheat sheets to prepare them for the practical selling session and improve their performance back at the office.

Outcomes

We ensure that SDRs leave the session able to hold a call with a positive mindset and achieve positive outcomes by virtue of their attitude. Representatives will be able to practice their tone and manage their approach in a peer environment, and will have the opportunity to bring in tactics and skills learnt throughout the course so far. By the end of this session, representatives will know how to offer a buyer the opportunity to know who you are and how to hold conversations centred on information gathering around the buyer’s needs.

Converting Content & Emails

Agenda

1. Build a Plan & Strategy
2. Commercial Content
3. Thought Leadership
4. Email for Success
5. Compelling Creative Campaigns

Overview

Sales people spend 33% of their time sending emails. This unique course focuses on optimising those emails to create a more effective use of that time. Representatives are provided with best practice templates and taught how to alter the text for the highest return. Representatives will understand how to develop a reciprocal relationship based on value-adding content through innovative techniques such as video, infographics, memes, and thought-leadership pieces.

Showpiece

In this session, representatives are equipped with effective writing methods and templates to optimise the emails that are sent and a content campaign plan to generate leads.

Outcomes

Representatives will know how to scan the market for interesting campaign ideas to personalise their sales efforts with creativity. Each person will learn how to differentiate themselves within the marketplace by offering compelling content and creating their own narrative. These techniques are able to convert sales outcomes and leading these alternative channels to generate verbal conversations and meetings.

Strategic Networking

Agenda

1. Organisational Networking
2. Gain Network Referrals
3. Creating Networking Opportunities
4. Instant Impressions
5. Closing Conversations

Overview

Representatives are much more likely to convert a potential client if they have a connection in common. This course teaches representatives how to use current connections and clients, to generate brand advocates and referrals from their existing network. By strategically leveraging digital networks, representatives can tap into niche markets as another channel to increase and generate sales. Part of this course covers successful event networking through following up and making a positive first impression.

Showpiece

In this session, SDRs will create their own event calendar targeted at their industry using the resources provided by the Venatrix team so each person can implement course tactics for effective event networking.

Outcomes

Organisational networking will structure a representative's approach to lead gathering and targeting clients with a higher conversion rate. By the end of the session, representatives will know where to find micro-events and optimise their interactions to increase the number of meetings and leads secured on the day. By holding effective face-to-face conversations with potential buyers, representatives are presented with an opportunity to secure professional relationships by building immediate rapport.

Impactful Introductions & Meetings

Agenda

1. Plan Meetings & Create Credibility
2. Build Need & Value
3. Present the Initial Solution
4. Manage Objections
5. Gain Commitment

Overview

A course for the introduction stage of the sales process where a sales person might be speaking to a buyer prospect for the first time or to an existing client about a new offering. Focused around scheduled intro calls/demos and face-to face meetings.

Showpiece

Nail introduction calls, demos and meetings. Own face-to-face interaction from the off-set and blow competition out of the water

Outcomes

Plan for optimal meetings. Present yourself professionally and create long term personal relationships. Develop a powerful structured questioning script. Match needs and position product/service benefits. Spin objections and close for mutual next steps.

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