



# **Selling in the Internet Age**

## **Course Catalog**

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## #100 - Selling in the Internet Age, Books 1-4

### Overview

The Rules of Selling have changed because the **Internet has changed the Rules of buying forever** and buyers have the upper hand. Every opportunity to communicate with buyers either in person, on the phone or over the Internet is precious and everyone on the team needs the skills to engage and win.

Would you send your troops into battle without the skills to fight or the weapons to engage and win on your terms? Thousands of sales, marketing and channels teams are fighting a losing battle because of lack of skill, inability to articulate value and create buyer vision, weak sales process and poor daily discipline.

**What really matters** in face-face or telephone encounters with prospects and customers, is ability in developing rapport, to communicate effectively and to use language to create clarity and understanding.

Communication and language theory is applied and combined with diagnostic skill and lightweight process to qualify the buyer at each advance seller as they build commitment through the buying process. Aligning with the buying organization at the appropriate entry point in the IMPACT cycle reduces cost of sale and wasted cycles.

### Curriculum

<b>Selling in the Internet Age Books 1-4</b>
<b>Introduction</b>
Commitment check
The buying cycle today
Technology Adoption Life-cycle
<b>Consultative Selling Psychology 1 &amp; 2</b>
Goals and Beliefs
Transactional Analysis
Perception and Communication
Precision in Language
<b>Sales-Craft Skills</b>
Prospect acquisition
Telephone engagement
Network and Referral-based selling
Diagnosis and Qualification
Running Meetings
Identifying and accessing key players
Establishing Funding
Qualifying out

Closing the sale and getting the order
<b>Sales-Craft Process</b>
Why use a sales process?
Universal sales process
CRM tools
Buyer and seller alignment
IMPACT Buying Process
The Four Buying Cultures
Prerequisites for a qualified deal
Meeting summary and qualification confirmation
Controlling the evaluation with a project plan
Terms Sheet

## Desired Outcomes

1. Understand your current beliefs and their impact on your identity
2. Accept responsibility for your own personal-growth
3. Understand how you communicate with yourself and how to produce the results you desire
4. Understand how you communicate with others
5. Develop skills to quickly develop rapport with others
6. Create clarity in your communication with others
7. Develop skills to understand the meaning in others language
8. Master skills to drill through “fluffy-language”
9. Create clarity in communicating next-steps and outcomes in client communication
10. Understand the TA Model
11. Understand the use of Transactional Analysis in sales situations
12. Develop a systematic approach to lead generation if your marketing department is not providing them
13. Learn telephone skills to serve you every time you pick-up the phone
14. Develop excellence in your daily routine
15. Develop skill in strong diagnosis and qualification skills to eliminate non-qualified buyers and deals likely to end in no-decision.
16. Become skilled in using advanced language techniques to cut-through buyer fluff and understand intent
17. Develop give-to-get questioning technique to understand outcomes prior to engaging in demonstrations and proposals
18. Understand the four buying modes across the Technology Adoption Lifecycle
19. Understand the IMPACT process and behaviour of buyers in each phase

20. Understand your current sales process and develop go/no-go gates to qualify and align buyers at each step of the sales process.
21. Understand what it takes to get from approved vendor to trusted partner
22. Develop skills and technique to control major transitions in the sales cycle and create transparency and audit-ability and improved forecasting accuracy.
23. Adopt best-practices to increase conversion of qualified prospects to customers to >50%

### **Media used**

- Video introduction
- Flash animated exercises with voiceover
- Participatory exercises
- Text and voice-over
- Negotiation exercises
- Video role-playing and feedback

### **Delivery Modes, Duration, Languages**

- Available as a stand-alone E-Learning program – duration 24 hours, 12 month licence
- Classroom Instructor-led 2-3 days
- English

### **Price and Availability**

- Available now
- Price US \$600 (single user) for 12 month licence – quantity discounts
- Instructor led classroom training – call for quote

## **#101 - Book 1. Selling Psychology Part 1.**

### **Overview**

“As you think, so you become.” Profound yet ancient words of wisdom attributed to The Buddha.

What you believe about yourself and the World around you, will determine to a large degree the quality of your experience in your working life and personal life. This book is all about you, how you think, how you experience your World and how you relate to others.

Great leaders and great sales people are firstly great communicators. Do you think it's possible that you could improve your communication skills? Would improved communication skills, both in person and on the phone impact your ability to be successful? The correct answer to both of those questions is YES and YES. Even sales naturals will learn new skills and whether you are a career sales professional or in a customer-facing support or marketing role, this book will help you improve your ability to communicate firstly with yourself and with others.

## Curriculum

<b>Selling Psychology 1.</b>
<b>Getting the best from you!</b>
<b>Goals and Beliefs</b>
Belief systems overview
Overcoming self limiting beliefs
Goal setting
Emotional state model
Attitude
<b>Perception &amp; Communication</b>
Basic communication model
Representation Systems
Advanced Communication model
Model of believability
Non-verbal communication
Rapport
Empathy check
Empathic Listening Model

## Desired Outcomes

1. Understand your current beliefs and their impact on your identity
2. Accept personal responsibility for your own self-growth
3. Understand how you communicate with yourself and how to produce the results you desire
4. Understand how you communicate with others
5. Develop skills to quickly develop rapport with others
6. Understand how to convey powerful emotions non-verbally
7. Understand rapport and empathy, develop empathic listening skills

## Media used

- Video introduction
- Flash animated exercises with voiceover

- Participatory exercises
- Text and voice-over
- Video demonstration

### Delivery Modes, Duration, Languages

- E-Learning program – duration 6 hours, 12 month licence
- English

### Price and Availability

- Available now
- Price US \$160 (single user) for 12 month licence – quantity discounts

## #102 - Book 2. Selling Psychology Part 2.

### Overview

Language is the glue that binds civilizations. Our use and mastery of language determines to a large degree the quality of our perception and ability to experience and describe our existence.

In customer-facing and selling roles our ability to master listening skills and to clarify understanding through the use of language cuts-through intellectual smoke-screens and fluffy language used by buyers to either deliberately or unconsciously hide their true motives and feelings. This section is the foundation for excellence in selling.

Transactional Analysis is not a new concept; it has been used in psychotherapy for 50 years. Its use in sales situations has not been widely adopted, however there are powerful tools within this section which will equip customer-facing professionals with skills to handle aggressive “Power-plays” used by professional buyers and purchasing officers and unhappy customers in support situations. The understanding and use of Crossed Transactions and Ulterior Transactions in sales situations has the potential to level the playing field, where today buyers clearly have an advantage

### Curriculum

<b>Selling Psychology 2</b>
<b>Precision in Language</b>
Precision Language Meta-model
Language Exercise
Reversing
Hierarchy of Ideas
Mis-matching
Mismatching Exercise

## Transactional Analysis (TA) in Sales

Ego State Model

Why is TA important in sales

Complementary adult-adult transaction

Complementary child-parent "struggling"

Complementary parent-child "power-play"

Crossed transaction

Ulterior Transactions

### Desired Outcomes

1. Create clarity in your communication with others
2. Develop skills to understand the meaning in others language
3. Master skills to drill through "fluffy-language"
4. Create clarity in communicating next-steps and outcomes in client communication
5. Understand the TA Model
6. Understand the use of following transactions is customer-facing roles
  - a. Complementary Adult-Adult transaction
  - b. Complementary Struggling-child transaction
  - c. Complementary Power-play transaction
  - d. Crossed transaction and when to use it.
  - e. Ulterior transaction, its use and limitations

### Media used

- Video introduction
- Flash animations
- Flash animated exercises with voiceover
- Participatory exercises
- Text and voice-over

### Delivery Modes, Duration, Languages

- E-Learning program – duration 6 hours, 12 month licence
- English

### Price and Availability

- Available now
- Price US \$160 (single user) for 12 month licence – quantity discounts

## #103 - Book 3. Salescraft Skill

### Overview

Great sales people aren't born with a quota they set out to achieve from the crib. They do however possess a high self-drive and great communication and language skills, which they combine with disciplined daily execution of their craft. This book focuses on developing excellence in the daily skills used in selling.

Becoming responsible for clear outcomes from every customer interaction and in strongly qualifying buyers has potential to transform individual sales performance. This section contains applied communication and language skills and techniques to enable sales-people to find and engage buyers in business conversations and handle whatever the buyer throws at them and to reach a clear outcome from every encounter.

### Curriculum

<b>Salescraft Skill</b>
<b>Being first</b>
Generating new business
Telephone engagement
Referral engagement
Social Network Selling
Other lead-gen methods
<b>Diagnosis and Qualification</b>
Metaphor
Pre-call planning
Giving and getting information
Rapport and elevator conversations
Outcomes of a sales call
Insightful questioning technique
Advanced techniques
Precision questioning cycle
Identifying Key Players
Negotiating a Sequence of Events

### Desired Outcomes

1. Develop a systematic approach to lead generation if your marketing department is not providing them
2. Learn telephone skills to serve you every time you pick-up the phone
3. Develop excellence in your daily routine

4. Develop skill in strong diagnosis and qualification skills to eliminate non-qualified buyers and deals likely to end in no-decision.
5. Become skilled in using advanced language techniques to cut-through buyer fluff and understand intent
6. Develop give-to-get questioning technique to understand outcomes prior to engaging in demonstrations and proposals

### Media used

- Video introduction
- Flash animated exercises with voiceover
- Participatory exercises
- Text and voice-over
- Video demonstration

### Delivery Modes, Duration, Languages

- E-Learning program – duration 6 hours, 12 month licence
- English

### Price and Availability

- Available now
- Price US \$160 (single user) for 12 month licence – quantity discounts

## #104 - Book 4. Salescraft Process

### Overview

“In a highly competitive, highly professional, high pay-off environment, it is not huge improvements that spell success; it’s focus on executing the minor details in a consistent and excellent way” \* CSO Insights 2008 Sales Performance Optimization Survey

The more companies and individuals rely on the science of selling vs. the art, the more success they will achieve. Clearly “**How you sell**” is a subject worthy of research and continuous improvement. In this section you will develop an understanding of your current sales effectiveness and learn tools and techniques to improve your process and your relationship with your clients.

Understanding the I-M-P-A-C-T process and your position in the Technology Adoption Lifecycle will equip you to sell to your clients in the way they wish to buy. Implementing clear pipeline milestones will produce alignment with buyer-seller and greater forecasting accuracy when adopted by the whole team.

## Curriculum

<b>Salescraft Process</b>
<b>Sell-cycle control skills</b>
Running meetings
Technology adoption lifecycle
IMPACT buying process
Controlling the sales process
Sales process survey
<b>CRM</b>
Universal sales process
Sales Funnel Management
Buyer Seller Alignment
Meeting Summary and Qualification
Terms Sheet
Project Plan or Sequence of Events
Best-practice sample Downloads

## Desired Outcomes

1. Understand the four buying modes across the Technology Adoption Lifecycle
2. Understand the IMPACT process and behaviour of buyers in each phase
3. Understand your current sales process and develop go/no-go gates to qualify and align buyers at each step of the sales process.
4. Understand what it takes to get from approved vendor to trusted partner
5. Develop skills and technique to control major transitions in the sales cycle and create transparency and audit-ability and improved forecasting accuracy.
6. Adopt best-practices to increase conversion of qualified prospects to customers to >50%
7. Downloads to use in controlling your sales today!

## Media used

- Video introduction
- Flash animated exercises with voiceover
- Participatory exercises
- Text and voice-over
- Video demonstration
- Word and Excel best-practice template downloads

## Delivery Modes, Duration, Languages

- E-Learning program – duration 5 hours, 12 month licence
- English

## Price and Availability

- Available now
- Price US \$160 (single user) for 12 month licence – quantity discounts

## #105 - Negotiating the Sale

### Overview

The Negotiating the Sale Workshop is a methodology for gaining the best outcome possible in complex negotiations. This course will be of interest for sales teams selling to large strategic accounts, for business owners raising funds and for industrial mediators involved in union disputes. Students will understand the difference between positional and shared interests negotiation and learn to use an array of communication, language and psychology tools in role-playing and negotiation case-studies to level the playing field in negotiation with professional buyers and end-users. The course uses a combination of E-Learning to prepare the student with the inter-personal skills for successful negotiation and an instructor-led workshop where theory and practice combine with coaching on individual style. Students will exit the course with a thorough knowledge of the principles of shared-value negotiation, practical use in using tools, techniques and skills to obtain the best possible outcome from negotiation with clients.

### Curriculum

<b>Negotiating the Sale</b>
<b>Supporting beliefs of successful negotiators</b>
<b>Communication skills</b>
Basic personality types and how to manage them
Rapport and empathy
Non-verbal communication
Model of believability
<b>Language Skills</b>
Precision language skill (meta-model)
Reversing
The hierarchy of ideas
<b>Psychology</b>
Transactional Analysis
Meta-programs
<b>5-Step Negotiation Methodology</b>
Planning the negotiation

Developing Limits
Interests vs Positions
Knowing when to walk
Reaching Agreement
Developing Limits

## Desired Outcomes

- Understand individual negotiation style
- Develop communication and language skills as a prerequisite for successful negotiation
- Understand the use of psychology-based theory and tools to manage sub-optimal situations and difficult personalities
- Understand the Value-exchange (buyer-seller) as a prerequisite to successful negotiation
- Learn and use the AMC best-practices 5-step method to prepare and run a successful negotiation
- Participate in 3 case-study negotiations during the workshop
- Develop tactics, strategies and tools to manage asymmetrical negotiations with clients

## Media used

- Video introduction
- Flash animated exercises with voiceover
- Participatory exercises
- Text and voice-over
- Negotiation exercises
- Video role-playing and feedback

## Delivery Modes, Duration, Languages

- E-Learning Pre-requisite 5 hours
- Classroom workshop 8 hours
- English

## Availability and Price

- E-Learning Pre-requisite – Now
- E-Learning US \$160 for 12 month licence
- Instructor-led Workshop - November 2009 (call for quote)

## #106 – Value-Created Selling and the I-M-P-A-C-T Cycle,

### Overview

(This course is adapted in consultation with the author of Why Killer Products Don't Sell, and with permission from author and copyright owner Hotrivet.com).

Why Killer Products Don't Sell adds a layer of understanding from the buyers perspective on how they go about buying innovative or disruptive technology. This is new thinking for most sales teams and with insights gained from this work; we can optimize our selling process around how our customers buy. This course is particularly important for large or small corporations that are introducing discontinuous innovation to the early adopter market.

### Curriculum

<b>The IMPACT Buying Cycle</b>
<b>Why do people buy?</b>
<b>The Four Buying Cultures</b>
TALC Value/Risk
Supplier Value-chain
<b>IMPACT – How do People Buy; the steps in the Cycle</b>
Momentum
Managing Risk
The Value Captured Buying Culture
The Value Created Buying Culture
The Value Added Buying Culture
The Value Offered Buying Culture
Aligning Buying Culture to selling Culture
Relationship Strength /Value Table

### Desired Outcomes

1. Understand the Technology Adoption Lifecycle
2. Understand the four buying cultures and how risk tolerance is affected by their position in the Technology Adoption Lifecycle
3. Understand the IMPACT Cycle and how people buy
4. Understand the Value Created Buying culture
5. Understand how to engage the Value-created Buying Culture and how to maintain momentum during the transition from each phase
6. Understand the importance of aligning the selling process and culture to the customer buying culture and the need to adapt sales culture over time

7. Become familiar with using tools and techniques to lead the buyer through IMPACT the cycle

### Media used

- Video introduction
- Flash animated exercises with voiceover
- Participatory exercises
- Text and voice-over

### Delivery Modes, Duration, Languages

- E-Learning Course 2 hours
- Executive Operational Culture Alignment Workshop, 2-3 days
- English

### Availability and Price

- E-Learning Course - 15 October 2009
- E-Learning course US\$60 for 30 day licence
- Executive Operational Culture Alignment Workshop, (call for quote)