

# Sales Training

that actually works

Cutting-edge sales training focusing on helping sales teams achieve the best results and hitting the KPIs that matter.

**Learn > Apply > Grow ++**

**WBA**

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# Proven to Drive ROI



**We believe you deserve more from your sales training.**

We understand you need sales training that drives ROI and impacts on specific KPIs in your business, whether it be speed of sale, average order value, number of opportunities or conversion rates. That's why we've designed our programmes to prove their impact on your business.

A recent sales training study revealed that 87% of skills learnt were forgotten within one month. We don't believe this is good enough. We believe you deserve more from your sales training.

At WBA we have raised the bar when it comes to sales training. Everything we do is designed to make it easy for you to drive KPIs and ROI. We have created sales training that actually works.

# How we drive ROI for you.

## Game-changing sales approaches

Most salespeople make the same mistake: they look at sales situations from their own perspective and not their client's. Through extensive research and experience into how buyers buy and what top sales professionals do differently, we have created a benchmark for sales excellence that drives everything we do. Using this, we help your teams look at everything from the client's perspective. This enables them to see things differently and adopt sales methods that are proven to drive incredible results.

## Measurement to prove impact and ROI

No measurement means no proof and therefore no business case. We measure the impact of training by focusing on the results that matter to you. Our diagnostic tool enable you to track improvements. Our specialist sales training programmes enable you to achieve specific KPIs and smash your targets. If you want to improve sales revenue, conversion rates, average order value, pipeline, speed of sale (the list goes on) then we have the know-how to help you succeed. Plus, we can prove the impact we will have on your teams.

# How we drive ROI for you.

## Easy for your sales team to use afterwards

Sales training is about changing behaviours, not just having a nice day out of the office. We have designed groundbreaking methods to make the adoption of new approaches simple and safe for both the salesperson and sales leader. This starts with our trainers who are truly different, holding people to account for their learning. Plus, all our programmes include targeted workshops, infographic workbooks, coaching tools, videos, prompts, templates and quizzes to make our training stick. This stuff works!

## What to expect when working with us

As well as generating real ROI for your business, we are proud to deliver outstanding project management and delivery of our sales training programmes. Here's what to expect when working with us:

Training, Deliverables and Project Management

# Sales Training

Created to Drive results you need  
Sales Training A - Z Courses  
Sales Programmes  
Sales Enablement Process

## Sales Training Courses A to Z

Are you looking for one or  
two sales essential skills  
to really target your sales  
training?

01

Account  
Management

02

Negotiation  
Skills

03

Sales Planning

04

Assertive  
Selling

05

Social Selling

06

Objection  
Handling

# Sales Training Courses A to Z

Are you looking for one or two sales essential skills to really target your sales training?



07 Selling Digital Solution

08 Breaking into Big Companies

09 Pitching Skills

10 Selling in today's Market

11 Closing Sales Opportunities

12 Presentation Skills

13 Selling Virtual Events

14 Co Creating Solutions

# Sales Training Courses A to Z

Are you looking for one or two sales essential skills to really target your sales training?



**15** Proposal Writing

**16** Selling with Stories

**17** SPIN Selling

**18** SNAP Selling

**19** Master Virtual Selling

**20** Decoding the Law of Persuasion BS B2B

**21** Sales Planning

**22** Sales Prospecting

# Sales Training Courses A to Z

Are you looking for one or two sales essential skills to really target your sales training?



**23** Strategic Account Management

**24** Consultative Selling

**25** Transactional Selling

**26** Challenger Selling

**27** Product Oriented Selling

**28** Inside Sales

**29** High-Pressure Selling

**30** Solution Selling

# Sales Training Courses A to Z

Are you looking for one or two sales essential skills to really target your sales training?



**31** Filling Your Sales Pipeline

**32** Questioning Skills

**33** Speeding Up Decisions

**34** Insight Selling

**35** Remote Selling Skills

**36** Tailoring Client Conversations

**37** Multi Channel Introductions

**38** Retaining and Growing Accounts

# Sales Training Courses A to Z

Are you looking for one or two sales essential skills to really target your sales training?



**39** Creating an Ideal Customer Profile

**40** Industry and Market Segmentation

**41** Creating Selling

**42** Handling Difficult Situations

**43** Selling to Agencies

**44** Series Selling

**45** Sales Reviver

**46** Sales Doctor

# Sales Training Courses A to Z

Are you looking for one or two sales essential skills to really target your sales training?



**47** Sales Battle Cards

**48** Cold Calling Techniques

**49** Up Selling and Cross Selling

**50** Sales Planning

**51** Territory Management

**52** Analysing Sales Competition

**53** Psychological Selling

**54** Professional Service Selling

# Selling in a Changed World



Knowing what great selling looks like in this changed world is vital for success.

The way buyers behave has changed and the importance of delivering a stand-out sales approach has magnified. Most salespeople are making it tough for their clients to buy, but top performers are consistently delivering a very different sales experience. [We offer three sales programmes from sales essential skills right through to advanced selling approaches and strategies.](#)

## Sales Sirius

The biggest mistake a salesperson can make is to see things just from their own perspective. By stepping into the shoes of the client, we refocus approaches to make it easy for your clients to buy. We help teams create a set of easy-to-implement approaches to drive more sales by analysing what top sales professionals do differently.

### The five modules in this programme are:

1. Sales excellence: The benchmark
2. Introductions: Driving client engagement
3. Questioning: Leading the client discussion
4. Pitching: Making your solution stand out
5. Speeding up decisions: Navigating the client DMP

## Sales Legend

With greater risk and complexity in decision-making, clients need a truly personalised sales approach to navigate their internal processes and overcome barriers. In this advanced programme, we add to your existing sales toolkit to help you take greater control of the sales process, leading to higher deal values and quicker conversions.

### The five modules in this programme are:

1. Recap / Launch
2. Tailoring: Personalising the conversation
3. Storytelling: Selling with emotion
4. Objection Handling: Avoiding and overcoming objections
5. Powerful Proposals: Creating a watertight business case

## Sales Master

Salespeople need to excel in educating clients with new ideas and persuading them they will achieve results. This requires a planned and professional approach throughout the sales process. In this top-level programme of workshops, we add to your existing sales toolkit to enable a planned and sophisticated approach to driving more sales.

### The five modules in this programme are:

1. Recap / Launch
2. Remote Selling: Delivering world class virtual experiences
3. Social Selling: Becoming a LinkedIn extrovert
4. Powerful presentations: Engaging your audience
5. Assertive Negotiation: Shifting the balance of power

# Sales Leadership Programmes



## Sales Leadership

Great sales leaders know how to get the best performance from their team. We will help you define what great sales leadership looks like, leading to stronger performance across your teams.

The six modules in this programme are:



- Driving sales performance – sales leadership for a changed world
- Coaching & Sales Innovation – your most powerful leadership tools
- Sales Planning – Driving best practice and effort
- Communicating with your team – understanding and engaging with each individual
- Motivating sales teams – the secret to a driven sales team
- Hiring the best talent – finding your next sales superstar

# Sales & Marketing Alignment Programme

The six modules in this programme are:

1. Sales & Marketing alignment- the new normal
2. The right narrative
3. Creating powerful client messaging
4. High impact sales and marketing collateral
5. Good Quality of After Sales
6. Very Relate to Buyer KPI

## Bespoke Programmes

Although every programme we run is bespoke to our clients we know you might need something a bit different. That's why we review your organisation's entire sales structure and build a bespoke package tailored to your needs. *Get in touch to day to find out more.*

- **Train:** Cutting edge sales training, bite size structured content, quizzes to test learning, engaging delivery formats.
- **Coach:** Simple structured templates, tips and application videos, downloadable action plan, simulations with personalised feedback, live group coaching.
- **Drive:** Best practice sharing, leaderboards and gamification.

# Customer Success Training

## Stronger Renewal and Up-sell Rates

Accelerate your customer growth with our Customer Success Programme.

### **SUCCESS STAR PROGRAMME**

The five modules in this programme are:

1. Customer Success excellence: The new CS benchmark
2. A standout CS process: Driving client engagement
3. Questioning to retain and grow: Opening the client up
4. Pitching to retain and grow: Cutting through the noise
5. Objection handling: Avoiding and overcoming objections

### **SUCCESS LEGEND PROGRAMME**

The four modules in this programme are:

1. Remote selling: Selling with executive presence
2. Tailoring: Personalising the conversation
3. Powerful proposals: Creating a watertight business case
4. Speeding-up decisions: Navigating the client DMP

### **SUCCESS GURU PROGRAMME**

The four modules in this programme are:

1. Account planning: Planning for client growth
2. Teaching with stories: Selling with emotion
3. Powerful presentations: Engaging your audience
4. Assertive negotiation: Shifting the balance of power

# Our Approach

## ASSESS

In partnership with you we assess your particular area of concern within the context of your requirement

## DESIGN

We always keep in mind the objectives of the training programme, and the natural style of the individuals in your group.

## DELIVER

### Short Byte Training Methodology

This means that there won't be any period longer than 8 minutes before your group is required to actively engage in the training.

## REPORT

Included are the results from the day, how certain individuals responded & are likely to respond in the future, ongoing coaching tips and individual plans to help your managers stay on top of performance issues.

## MEASURE

If you can't measure training, you shouldn't do it! In the weeks and months following the training, we track your success and measure it against the original benchmarking for the training.



# Our Training Methodologies

 Are you looking to develop your human resource to take their performance to the next level?

If so, then our customised, in-house training is the most cost-effective way of achieving that. We're able to design anything that you need and deliver it in a way that suits you. This includes face to face delivery or alternatively, we can use Virtual Training solutions to support your teams.

You are most likely reviewing your options at the moment for an in-house, customised course of 1 to 3 days in duration or you might be looking for a longer, ongoing Executive Development Programme delivered over a number of months. Either way, WBA can help you because we have a proven track record in delivering the results and the outcomes that our clients desire and we have the accolades to prove it as well. Our solutions can be as simple or as comprehensive as you like – ranging from training for beginners to training for Intermediate and training for Advanced Levels.

“Chalk and talk” training is where the trainer will take center stage and lecture everyone senseless. We believe this to be a form of ritual torture, and as such we have a rule in place to prevent it. We call this our Short Byte Training Methodology.

**Interactive Lectures**

**Online Sessions**

**Audio Visuals**

**Games**

**On Job Training**

**Case Studies**

**Brain Storming Sessions**

**Role Plays**

**Simulations**

**Group Discussion**

**Pre, During & Post Training Assessments**



# Sales Kickoff Meeting

 **Would you like to Maximise your Sales Kick-off Meeting?**

## Before, During, After

Annual sales meetings, commonly referred to as “sales kick-off,” are more than your average meeting.

Your annual meeting sets the tone for the upcoming year, ensures your sales organisation gets off on the right foot, and is often the platform to launch new products or announce big company news. It’s a chance for your national reps and managers to get together in one place for several days and collaborate with other departments. It’s also a huge opportunity to get your reps to learn about new products, initiatives and strategies that will help your company achieve the business goals you’ve set for the upcoming year.

But without careful planning and tools to help maximise the time spent onsite, the meeting could be a waste of time and resources for everyone.

### Before

We do Polls or Questionnaires, One to One with Head of Sales, Head of Marketing, CXO's etc.

This enables us to keep your content engaging, interactive, and condensed. We don't waste time getting into the nitty-gritty details; instead focus on the most important, timely information that is relevant to them.

### During

During the meeting, build off pre-work and thread the main themes into the agenda in a way that feels cohesive. We take the time to highlight how to use the information that will make the content rise above the noise and ensure it gets applied. Make sure you prepare a user adoption plan to ensure what is covered during the sales kick-off is sustained throughout the year.

### After

We send out recaps that reinforce what was covered at the meeting – so people don't forget everything they learned after they leave.

The amount of time, dedication, rejection, and uncertainty can be overwhelming and demotivating. Regardless of how positive morale is, there's always room for improving sales morale and inspiring winning behavior.

# Actionable Sales Advice

## Maintain Momentum Throughout the Year Through Reinforcement

At a minimum, you will need to proactively schedule check-ins with team members following the event. This may include weekly, monthly and/or quarterly team meetings to review progress.

We also suggest you incorporate sales gamification including contests to keep your team motivated and inspired. The bottom line here is if there is no follow-up from your sales kick-off meeting than we can assure you that there will be no follow-through by your sales reps.

What are your plans for your sales (before, during and after) kick-off?



### Behavior

What new behaviours are we trying to drive and encourage?

### What more

What do we want your salesforce to do more of after the sales kick-off meeting?

### Tracked & Measured

How will these elements be tracked and measured?

### Reinforce

What is the plan to reinforce these behaviours and what role must leadership play?

### Motivation

What is the plan to keep the sales team focused and motivated on these elements or behaviors?

# Trained Across



Sales Training that Actually Works

#### CLIENTS

**125 Growing**

75,000 plus Enabled

#### PROGRAMS IN

**11 Languages**

Across India, Africa and GCC

#### DURATION

**4 to 18 months**

Average Duration of 11 months



# Industries & Segments



**Oil & Mining Company**

**Logistics Sector**

**Automotive & Electronics**

**Medical, Pharmaceuticals  
& Patient Care**

**Technology, Digital  
Marketing & Product  
Services**

**Agricultural & Farm  
Equipments Manufacturers**

**Chemicals, Solvents, API,  
Consolidators &  
Distributors**

**Construction Company**

**Manufacturing & Heavy Engineering**

**Channel Sales & Strategic  
Partnership**

**Wellness & Personal Fitness Services**

**Bakers, Restaurants & Food Chains**

**Architects, Lawyers, Solopreneurs**

**Jewellers & Personalised Jeweller**

**Retail ~ Garments & Perishables**

**Event, Exhibitions, Shows &  
Photographers**

# Thank You

## We Focus On What You "Need"

We Support Your Business with Customised and Innovative Learning Solutions



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