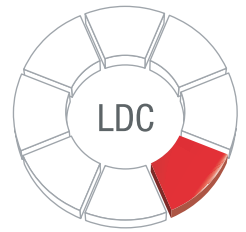




# Sales

Development Library



The Learn2 Sales Development Library provides an invaluable tool to building a top-producing sales staff. Sales professionals will learn how to establish and approach prospects with confidence, make the most of partner selling, conduct needs reviews, negotiate agreements, and translate value, and more.

Learn2 tutorials are designed to address the needs of busy professionals. Each course includes pre-course assessment and post-course assessment testing, quizzes, optional audio, exercises, self-paced tutorials, and real-world examples and scenarios. Learners interact with rich, multimedia tutorials in real-time with minimum impact on system and network resources. Learn.com uses patented streaming technologies that enable seamless delivery at breath-taking speed to learners even over connections as low as 18.8 kbps.

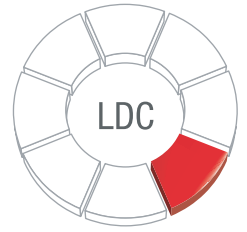


## Courses Included:

- ▶ Asking Questions, Winning Sales
- ▶ Play by Play Selling
- ▶ Partner Selling - Approaching with Confidence
- ▶ Partner Selling - Is It For You
- ▶ Partner Selling - Mastering the Craft of the Needs Review
- ▶ Partner Selling - Negotiating and Entering Sales Relationships
- ▶ Partner Selling - Prospecting and Planning for Gold
- ▶ Partner Selling - Translating Value Made Easy

# Sales

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## Course

## Description

### **Asking Questions, Winning Sales**

A requirement for all sales professionals, Asking Questions, Winning Sales defines effective selling and covers questioning techniques that help to qualify prospects, zero in on their needs and buying practices, and lead to successful closing strategies.

### **Play by Play Selling**

Play By Play Selling provides instruction on sales skills through an interactive, self-paced learning experience that creates opportunities to improve skills and adjust behaviors. Play by Play Selling is an indispensable learning and reference tool for people seeking to develop their selling skills.

### **Partner Selling: Approaching with Confidence**

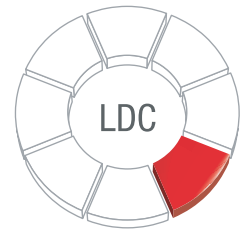
Partner Selling - Approaching with Confidence is the third e-course offered in the Partner Selling e-courses Suite. The e-course provides instruction on sales skills through an interactive, self-paced learning experience that creates opportunities to improve skills and adjust behaviors. Partner Selling - Approaching with Confidence is an indispensable learning and reference tool for sales professionals seeking to further develop sales skills. The e-course covers how to build trust and rapport, how to ease sales pressure and how to remember names - all essential skills for approaching a client. This e-course can be taken as a stand-alone or as part of the Partner Selling e-courses Suite.

### **Partner Selling: Is It For You?**

Partner Selling - Is It For You?, the first e-course offered in the Partner Selling e-courses Suite, provides an overview of consultative selling, the Partner Selling Model and the Partner Selling e-courses Suite. The e-course includes a self-paced assessment of sales skills and offers feedback to indicate subsequent e-courses geared toward the improvement of Partner Selling skills. Partner Selling - Is It For You? is an indispensable learning and reference tool for sales managers and sales professionals seeking to further develop sales skills and build sales partnerships. The e-course assesses sales skills, compares sales models, and introduces the six steps of the Partner Selling model. This e-course can be taken as a stand-alone or as part of the Partner Selling e-courses Suite.

# Sales

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## Course

## Description

### **Partner Selling: Mastering the Craft of the Needs Review**

Partner Selling - Mastering the Craft of the Needs Review is the fourth e-course offered in the Partner Selling e-courses Suite. The e-course provides instruction on sales skills through an interactive, self-paced learning experience that creates opportunities to improve skills and adjust behaviors. Partner Selling - Mastering the Craft of the Needs Review is an indispensable learning and reference tool for sales professionals seeking to further develop sales skills. The e-course details the value of a needs review and outlines, step-by-step, how to conduct a needs review. This e-course can be taken as a stand-alone or as part of the Partner Selling e-courses Suite.

### **Partner Selling: Negotiating and Entering Sales Relationships**

Partner Selling - Negotiating and Entering Sales Relationships is the sixth e-course offered in the Partner Selling e-courses Suite. The e-course provides instruction on sales skills through an interactive, self-paced learning experience that creates opportunities to improve skills and adjust behaviors. Partner Selling - Negotiating and Entering Sales Relationships is an indispensable learning and reference tool for sales professionals seeking to further develop sales skills. The e-course covers buying signals and trial closes, how to deal with objections, and discusses how to enter into a relationship with a client. This e-course can be taken as a standalone or as part of the Partner Selling e-courses Suite.

### **Partner Selling: Prospecting and Planning for Gold**

Partner Selling - Prospecting and Planning for Gold is the second e-course offered in the Partner Selling e-courses Suite. The e-course provides instruction on sales skills through an interactive, self-paced learning experience that creates opportunities to improve skills and adjust behaviors. Partner Selling - Prospecting and Planning for Gold is an indispensable learning and reference tool for sales professionals seeking to further develop sales skills. The e-course maps out a powerful 3-step prospecting formula and demonstrates the how's and why's of pre and post-planning. This e-course can be taken as a stand-alone or as part of the Partner Selling e-courses Suite.

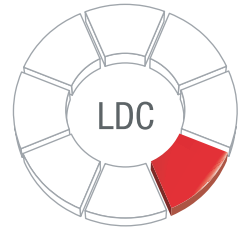
### **Partner Selling: Translating Value Made Easy**

Partner Selling - Translating Value Made Easy is the fifth e-course offered in the Partner Selling e-courses Suite. The e-course provides instruction on sales skills through an interactive, self-paced learning experience that creates opportunities to improve skills and adjust behaviors. Partner Selling - Translating Value Made Easy is an indispensable learning and reference tool for sales professionals seeking to further develop sales skills. The e-course covers the value proposition, how to distinguish features and benefits, and tips for presenting. This e-course can be taken as a stand-alone or as part of the Partner Selling e-courses Suite.

## ABOUT THE EXPERTS

# Sales

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### Asking Questions, Winning Sales

#### **Stephan Schiffman**

Stephan Schiffman is President of DEI Management Group, a dynamic, international sales training and consulting organization based in New York. In business for over 17 years, DEI provides instructional workshops, motivational programs, and licensed support to Fortune 1000 clients as well as smaller companies. DEI Management Group has offices across America as well as Canada. DEI provides a full range of sales training services including motivational speeches for national sales meetings, consulting services, “trainer training”, and intensive training sessions for senior sales executives. DEI has a client base of over 9,000 corporations and has trained over 450,000 sales professionals in the United States, Europe, Asia, and South America. DEI’s clients include Motorola, Exxon U.S.A., Chase, SPRINT, CIGNA Healthcare, Airborne Express, Kaiser Permanente, MCI Worldcom, Time Warner, and Conoco. Stephan Schiffman has been cited as the foremost expert in the area of Prospecting Skills and is internationally known as America’s #1 Corporate Sales Trainer.

### Partner Selling:

- ▶ [Approaching with Confidence](#)
- ▶ [Is it For You](#)
- ▶ [Mastering the Craft of Needs Review](#)
- ▶ [Negotiating and Entering Sales Relationships](#)
- ▶ [Prospecting and Planning for Gold](#)
- ▶ [Translating Value Made Easy](#)

#### **Robert Frare**

Bob Frare is a principal in Partner Selling Group, a sales consulting and training organization, and is also the author of the book *Partner Selling*. He conducts sales training key notes and implements The Partner Selling Learning System all over the United States and Canada. He has addressed over 3500 audiences in the past 20 years, and has trained thousands of sales people. Bob’s clients include MBIA, Westco, Mercedes Benz, and Leviton.

### Play by Play Selling

#### **Chick Waddell**

Warren “Chick” Waddell, managing partner of Excellence in Action Partners, is an internationally known speaker, teacher, and corporate coach. Chick is a business growth specialist and has worked in the areas of sales, management and motivation for over 14 years. He has served as Master Trainer and Account Executive for the Fortune Group International and Zig Ziglar Corporation. He has also been the Director for National Accounts for one of the largest health care companies in America. Chick has authored several articles and books including *Sales Coaching Playbook*, *Play by Play Selling*, *Coaching to Win* and the *Business Development Tool Kit*.