



Sustaining Sales Success

Ownership, effective communication, and practical selling techniques are the key elements of our Sales Training. This program can be tailored for all levels of sales experience. Both new and seasoned sales professional can gain a competitive edge to create stronger customer relationships and identify new opportunities to reach their goals. Participants also gain proficiency in developing sales strategies, and learn winning techniques to consistently and confidently sell the company's value proposition.

Our Approach

Our programs incorporate a variety of techniques to maximize participant engagement. We use group-led discussions, Socratic methods, hands-on exercises, instructional videos, and role-playing throughout our training. We promote collaboration among learners by integrating real-life workplace challenges and problems. Key elements of the program include: pre-program self-evaluation & supervisor evaluation; temperament assessment; practical application assignments; assignment reviews & discussions, post-program self-evaluation & supervisor evaluation; competency comparison report.

See Your Results—Competency Comparison Report

Obtaining feedback before the program begins gives insight into participants' goals, tracks progress at the individual and group level, and provides a baseline to measure success. At the end of the program, we compare the survey data from each participant and their supervisors to highlight areas of improvement, demonstrate measurable progress, and allow stakeholders to see the impact of their training investment. Below is detailed sample data pulled from a current client report.



"The Sales Training was very interactive and challenging. You can tell that the Nally Ventures team loves what they do and genuinely want to help us succeed."

- Lucas Smith, Lighting Controls Specialist, Federated Lighting

Program Topics

The program begins with the Fundamentals of Sales, an introductory session aligning participants around the program objectives and the importance of ownership in sales. Follow-on sessions cover:

Effective Communication:

- **Identifying Communication Breakdowns**
 - Determine internal and external breakdowns that inhibit sales progress.
 - Learn techniques for overcoming three common communication breakdowns.
- **Creating Mindful Connections**
 - Understand the 4Cs: Connect, Communicate, Collaborate and Confirm.
 - Master winning techniques to spark successful & positive communications.
- **Speak Your Customer's Language**
 - Identify the four different types of temperaments and their buying preferences.
 - Learn the best ways to communicate with your customer.
- **Reframe Your Thinking ("Filters")**
 - Identify how perceptions and mindset influence your thinking and choices.
 - Gain techniques to reframe your thinking to create stronger connections with customers.

Sales Skills:

- **Preparation - the 4 P's & Your Ideal Customer**
 - Establish the pillars of your sales strategy through the 4 P's.
 - Know who your ideal customer is to better tailor to their needs when selling.

- **Preparation - Perfecting Your USP's**
 - Establish your unique selling proposition (USP).
 - Develop your USP to enhance sales strategy.
- **Pitching Role-Play**
 - Put your communication and preparation learnings into practice.
 - Effectively pitch to your peers.
- **Sales Tracking & Prospecting**
 - Identify your sales goals and learn how to back plan to meet those goals.
 - Examine relentless prospecting.
- **Needs Assessment "Real-Play"**
 - Analyze the components of an effective needs assessment.
 - Understand the benefits of conducting a needs assessment.
- **Handling Objections & Negotiating**
 - Learn a process to systematically overcome objections (LAIR).
 - Learn 12 winning techniques for successfully negotiating.
- **Closing & Referrals**
 - Examine nine proven closing techniques.
 - Successfully ask for referrals to win new business.

We conclude this program with two additional sessions. In the Capstone session, participants practice selling with an industry expert and are given feedback about their strengths and areas for improvement. The final session, Sustaining Sales Success, reviews key concepts, and participants identify top program takeaways and share their commitment to continuous improvement.

About Us

Established in 2003, Nally Ventures is an entrepreneurial company founded by Mike Nally, a proven leadership coach and real estate developer. We are a results-oriented business committed to providing solutions in order to take organizations and projects to the next level. We provide an array of services that transform executives into world-class leaders, produce a new generation of highly effective managers and team members, and navigate the maze of real estate development. At Nally Ventures, we take tremendous pride in being a team our clients can trust, respect and rely on to foster new growth for their businesses.