

READYSET SELL (B2B) TRAINING

Curriculum Overview

This series combines skill- and application-based lessons to build effective sales competencies through eight engaging, interactive eLearning courses aimed at B2B sales professionals.

Courses		Description	Key Skills	Follow-Up Actions
Course 1	Prospecting That Works	Uncover best practices to find leads, make cold calls, network, and get referrals to establish a steady stream of prospects.	<ul style="list-style-type: none"> • Generating leads • Cold calling and networking • Getting referrals 	<ul style="list-style-type: none"> • Write a cold call script with a strong opening hook
Course 2	Analyzing Needs	Understanding your customer's needs is crucial to success - learn how to formulate high-value questions and conduct a needs analysis.	<ul style="list-style-type: none"> • High-value questioning • Conducting a needs analysis • Building rapport 	<ul style="list-style-type: none"> • Develop a needs analysis for a real prospect • Draft high-value questions on relationship, business, situational, and goals
Course 3	Asking the Right Questions	Explore how open-ended questions and active listening work together to help you help your customer.	<ul style="list-style-type: none"> • Active listening • Using open-ended questions • Clarifying with questions 	<ul style="list-style-type: none"> • Analyze and refine your go-to prospecting questions to be more open-ended
Course 4	Effective Proposals	Find out how to create effective proposals that get your foot in the door!	<ul style="list-style-type: none"> • Research techniques • Customizing proposals for clients 	<ul style="list-style-type: none"> • Create a proposal for one of your top industries • Tie industry research to key positioning statements

Course 5	Communicating Effectively	Learn how to tailor your message and your style for the best results.	<ul style="list-style-type: none"> • Listening effectively • Leveraging non-verbal communication • Adjusting tone 	<ul style="list-style-type: none"> • Assess your personal communication style • Adapt to prospects' communication style
Course 6	Differentiation	Discover what sets you apart from the competition and how to communicate your value.	<ul style="list-style-type: none"> • Creating a value proposition • Differentiating your product and yourself 	<ul style="list-style-type: none"> • Create a value proposition by aligning specific customer needs with your unique offering
Course 7	Positioning Against a Competitor	Learn how to deliver a compelling story that positively positions you against competitors.	<ul style="list-style-type: none"> • Developing a compelling and convincing narrative • Effectively reference the competition while highlighting the benefits of your product or service 	<ul style="list-style-type: none"> • Draft a compelling story about how your product/service is different from your competitors
Course 8	Asking for the Sale	Identify best practices for handling objections and asking for the sale.	<ul style="list-style-type: none"> • Asking for the sale • Overcoming objections • Tailoring your message 	<ul style="list-style-type: none"> • Reflect on a past objection and identify how to respond differently next time