

Sales IQ Global 'Create Pipeline Programme





Sales IQ Global

Knowledge with Experience Makes all the Difference to Your Results

Sales IQ Global embraces the principle of partnership in delivering sales transformation for clients. Knowledge alone is not enough; it is the effective application of concepts, tools and methodologies through leadership and coaching that enables sustained results.

About Sales IQ Global

Sales IQ is the world's leading sales enablement platform for delivering business-to-business (B2B) and professional sales transformation at scale. The Sales IQ mission is to elevate professional selling for a better business world, enabling Sales Professionals to be the very best they can be and thrive in competitive markets.

The best Sales Professionals are proactive in consistently generating quality opportunity pipeline. Whether in the role of managing inbound leads, outbound sales development, selling remotely or in the field, expanding existing accounts, or leading sales teams – Sales IQ Global enables the success of individuals and teams.

Sales IQ provides far more than the best online learning for B2B sales. Sales IQ also brings proven enterprise selling methodologies together with best practice adult learning, supported by a global network of sales coaches and consultants. This is essential because training on its own does not change behavior. Instead, it is applied learning of the right methodologies with accountability and coaching that transforms results.

The Sales IQ platform is highly effective for busy Sales Professionals, because each module is highly relevant and creates real engagement with interactive media, practical examples and real-world application tasks. All of this enables leaders and coaches to drive sustained improvement in performance.

Learn more about [Sales IQ Global](#).

Purpose and Outcomes

This Sales IQ 'Create Pipeline' program is targeted to your sales professionals.

Desired Outcomes

The following are the outcomes that you had identified:

- ✓ Define types of sales, common sales approaches and sales terminology utilized in the industry
- ✓ Classify customer needs and create potential solutions
- ✓ Employ creative openings and handle cold calls
- ✓ Outline unique selling position
- ✓ Recovery strategies to handle objections
- ✓ Identify closing time and incorporate powerful closing techniques to ensure you seal the deal
- ✓ Manage customer issues and develop practice/process for follow-up
- ✓ Write SMART sales goals

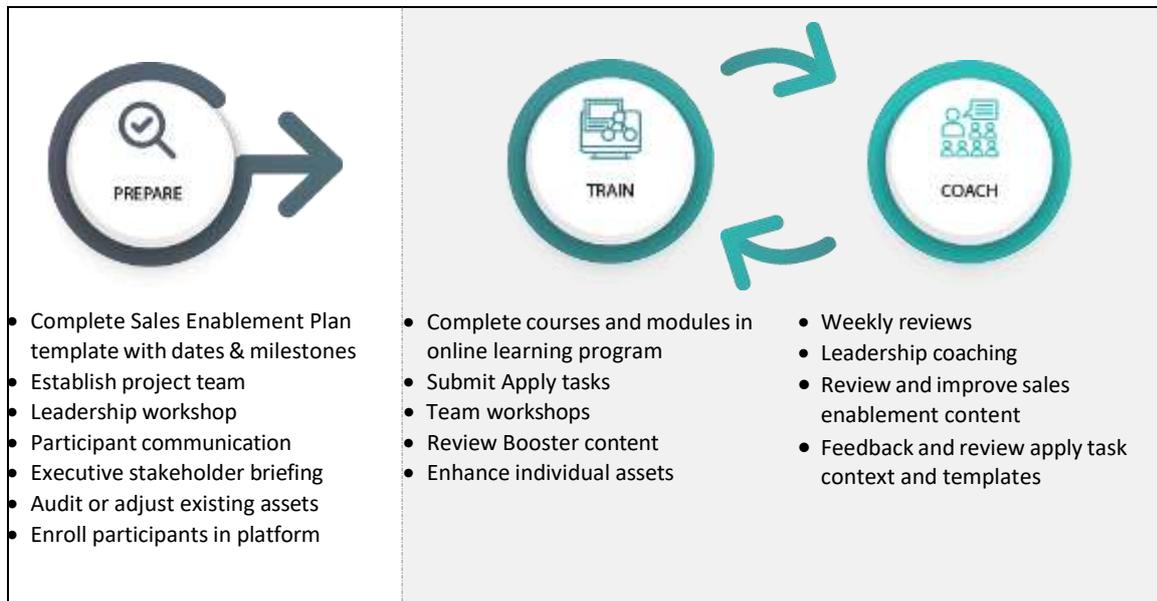
How will we Achieve this?

As a certified Sales IQ Partner, we are committed to your success and to providing best value by leveraging the power of the Sales IQ platform. Yes Careers Ltd. In partnership with Sales IQ Global, have developed a proven methodology to uniquely address the challenges you may be experiencing and help move you towards its desired state, and in some cases, exceed the expectation, using the following approaches:

- ✓ **IP, proven methodologies, tools and templates:** Best practice content delivering positive results in your industry for pipeline creation, winning opportunities, retaining and growing clients and developing sales leaders.
- ✓ **Online learning at scale:** Self-paced learning catering for individuals and teams, to equip sellers for success and hold them to account for both learning and application.
- ✓ **Tailored consulting and coaching:** Elevate execution and achieve sustained improvements by moving to the next level and embedding the learning within local context and culture.

Implementation Stages

3-Stage Plan to Deliver Success



Consulting and Coaching to drive results with Yes Careers Coach

Each sales rep will engage in consulting and coaching with a certified Sales IQ Coach to maximize results for you. Our focus in working with you and your team will be to:

- ✓ Help the Sales Reps to achieve breakthrough with major client opportunities.
- ✓ Help them plan their sales approach for specific target companies.
- ✓ Secure meetings with C-suite operatives and other major clients.
- ✓ Become Trusted advisors to their clients.
- ✓ Support Sales Reps to complete training exercises and apply learning to real situations.

Sales Transformation Model

Proven Model to Create Sustained Results

The very best sales organisations use a blended approach for sales enablement incorporating an omni-touch learning methodology.

The Sales IQ Transformation Model uniquely ensures your sales teams learn best practice principles for proactively creating consistent quality pipeline, to then successfully execute in the real world to drive improved results. The platform and blended approach is highly interactive and brings proven, winning methodologies and concepts to life with practical application tasks and tests.





Learn

Delivered on the Sales IQ platform, we bring together content from the best minds and leverage winning methodologies to create blended adult learning experiences across core sales capability domains.



Embed

Creating sustained change requires expert consulting and coaching for team members to effectively apply in their work practices. Sales IQ Partners elevate execution, de-risk your success and help your sales team move to the next level.



Grow

High performing sales professionals meet and exceed their target by refining their skills and knowledge with ongoing learning and application. The Sales IQ model enables sustained success and growth with coaching and accountability.

CREATE PIPELINE CONTENT



TARGET

The modules **Ideal Customer Profile** and **Buyer Persona** ensure the Sales Professional are investing their limited time and resources on organizations and potential buyers with the highest propensity to buy what they sell



MINDSET

Mindset for Success and **Goal Setting** focus on the importance of a growth mindset and effective goal setting for self-motivation.

Sales Success Plan provides a foundational understanding of sales metrics and how to calculate the activity levels required to de-risk sales success.



ELEVATE

Buyer Expectations focuses on understanding and meeting the expectations of potential buyers and how to structure and elevate conversations in order to create engagement with the right decision makers.

Value in the Eyes of the Buyer shows how to align with how decision-makers and business leaders define business value and the importance of building a compelling business case for change.

Personal Brand challenges the Sales Professional to consciously create and strengthen a personal brand, in order to differentiate themselves from the competition and build trust with potential buyers.



MESSAGE

Value Narrative steps through how to create a baseline conversation to hook the interest of the potential buyer and earn a first meeting.

Script Building will take the Value Narrative and create scripts to enhance the speed and effectiveness of outbound activities.

Cadence and Sequencing provides research-based guidance on how and when to perform outbound activities.

CREATE PIPELINE CONTENT CONTINUED



PREPARE

Build Target Lists demonstrates how to compile a list of potential buyers and decision-makers to drive outbound activities.

Trigger Events and Referrals enables the Sales Professional to warm up their outbound activity by providing context for why they are engaging the potential buyer including a trusted common relationship.

Pragmatic Research focuses on the minutes before the Sales Professional picks up the phone and calls their potential buyer to ensure they are maximizing the power of personalization.



EXECUTE

COMBO Prospecting accelerates breakthrough with potential buyers using the award-winning COMBO Prospecting methodology.

Objections, Qualifications and Discovery ensures the Sales Professionals is prepared to overcome objections and blend qualification and discovery for optimal buyer.

Create Pipeline Completion wraps up the program, bringing all the assets together in an Individualized playbook, providing each participant with a certificate and badge to share on social media.

Facilitators

One on One Coaching

Individual Coaching Sessions tailored to treat with specific leadership concerns

Whether you are trying to treat challenges with supervisor behaviour or preparing a manager for the next step in their leadership journey, one on one engagements are the best way to effect specific changes within an individual.

I meet one-on-one periodically with an executive or senior manager to create positive changes in business behaviour within an agreed time frame. The executive engages in a journey of change by working on weaknesses, clearing a way for strengths to shine and grow.



Coach Kenneth Corbie is the founder and Executive Chairman of Cite Up and Yes Careers Limited, two companies that are changing the business landscape in Trinidad and Tobago and the Caribbean Region.

Ken is the holder of a double major in Sociology and Management from the University of The West Indies. He holds certifications in Executive Coaching on the Sherpa Coaching methodology, Marshall Goldsmith Stakeholder Centered Coaching, and Change Management from Acuity Institute. He is a founding member of the Sales Enablement Society and President of the Trinidad and Tobago chapter.

His experience in management and leadership spans 3 decades with senior leadership positions in Telecoms, Home Furnishings and Food. This combination of experience and active practice makes him the most sought-after facilitator and speaker.



Luigi Prestinenzi

CEO, CO-Founder & Head of Growth / Host of the **Sales IQ Podcast** / New Age Sales Enablement Expert

Luigi is highly regarded in the Learning and Development industry for leading major transformation projects with some of Australia's most respected companies.

Luigi has a strong focus on sales enablement and co-founded Sales IQ in 2013 to assist organizations in building effective go-to-market strategies and sales development solutions.

Luigi's point of difference when working with his clients is in becoming part of an organization's team, working side-by-side, getting to know each salesperson, and speaking to customers on the road and on the phone.



Carla Charles-Yee, is the Lead Facilitator and Learning Experience Specialist with Yes Careers Ltd. She has designed and facilitated training to hundreds in the fields of sales, customer service, supervision, business/telephone etiquette, team building, office administration, career management, personal branding and image.

She had also been certified by the Behavioral Science Research Press, Inc. to facilitate training and coach salespersons to eliminate their self-defeating behaviours resulting from **Sales Call Reluctance™**.

Her working experience spans 30 years in human resources, training and development, instructional design, sales and service. She is a graduate of the University of the West Indies and holds a Masters in Instructional Design Technology as well as a Post-Graduate Diploma in Instructional Design with Distinction. She has pursued studies with the University of Leicester, UK and was awarded with a Certificate in Training Practice and a Diploma in Training and Development.

Recruitment and Talent Development
Customer Service Transformation
Sales Development



Yes Careers
Reinventing the Future
of the Caribbean
Workforce

Yes Careers Limited
is a Business Solutions
entity with a
difference



Email us at info@yescareerstt.com today