



# MWI ELITE SALES ACADEMY

---

MESA will coach you in the areas of sales skills development, effective planning & territory management.





## MWI FIRMLY BELIEVES

that learning the basics of sales is a fundamental foundation to your career and is just as important as flight school is for fighter pilots. MWI's Elite Sales Academy will coach you in the areas of sales skills development, effective planning & territory management.

Not only will the basics be vital to your success, the real life testimonials will illustrate the importance of how revenue-generating activities along with a consultative approach, will make you phenomenally successful.

At the conclusion of MWI's Elite Sales Academy, you will have the foundation to go into your territory and initiate opportunities to begin a successful sales career.



### WHO SHOULD ATTEND?

- SALES REPS
- SALES MANAGERS
- OWNERS

### HOW IS THE CLASS OFFERED?

- IN PERSON
- LIVE WEB BASED

### HOW LONG IS THE CLASS?

- IN PERSON:  
3 DAYS
- LIVE WEB:  
4 HOURS, 5 DAYS



*I did \$128K in new sales in just  
2.5 months after attending your class.  
Thank you for a good solid foundation  
and tools on what to expect.*  
- HECTOR, TECHNOLOGY INDUSTRY



## TOPICS COVERED

### MAXIMIZING YOUR MINUTES

(Time & Territory Management)

- 7 Vital Steps for Maximizing your Minutes
- Setting Goals
- Planner / Schedule (HPA's vs. LPA's)
- Understanding "time traps"
- Grid sections for your territory
- Forecasts 30/60/90
- Database Management

### PSYCHOLOGY OF BUYERS

- Awareness: 4 Different Buyer Styles
- Identify: Behaviors
- Understand: What each buyers' priorities are
- How you are personally wired
- Adapt & Relate: How to adapt to your customer/ buyer to relate better, increase trust and build superior relationships

### FINDING IDEAL CLIENTS

(Effective Prospecting)

- Identify what opportunities to look for & where to find leads
- Understand how to fill a sales funnel with correct ratios of opportunities: balanced pipeline
- Learn how to decipher between an Ideal prospect and a Poor prospect
- Pros and cons of prospecting through in field cold calls, on the phone cold calls, emails, social media & voice mail
- Developing a strong "Value Proposition"





## TOPICS COVERED CONTINUED

### EFFECTIVE PROSPECTING TODAY: CALLS, EMAILS, VM, SOCIAL MEDIA+

- Learn how to cold call in the field
- Learn how to set more appointments by effectively cold calling on the phone (role playing included)
- Understand what information needs to be gathered on a call or in the field (talk tracks included)
- How to effectively use email, voicemail strategies, and social media techniques to prospect
- Effectively set “qualified” appointments and have “move-forward commitments”

### CONDUCTING EFFECTIVE 1ST DISCOVERY

(Effective Appointments)

- Learn the 6 steps to conduct an effective appointment
- Learn how to be “business advancers” by asking strategic questions that will uncover needs and client pains

### RECOMMENDATIONS

(Winning Proposal Formats)

- Samples of proposals are emailed to participants

### STRATEGY WITH COMPETITION

- Exercises on understanding who your competitors are and what each one’s strengths and weaknesses are
- Understand how to position your company for success against competition

### PARTNERSHIPS – CLOSING TECHNIQUES

(Role Playing Included)

- Explore 10 closing techniques

### SEEK TO UNDERSTAND

(Proactively Handling Objections)

- Learn the 4 steps on handling concerns and objections
- Discuss the typical industry objections and multiple ways of handling each
- Discuss the objections don’ts