



MWI INSIDE SALES ACADEMY

Programs & Curriculum

Master inside sales
techniques that ensure
success





12 MONTH PROGRAMS / 6 MONTH PROGRAMS

WHAT'S INCLUDED:

- In Person 2 1/2 Day Inside Sales Academy class.
- Personalized Sales Assessment to each Participant.
- 24/7 Access to the MWI Online Sales University with 24 video modules, File Vault, and Reporting/Tracking.
- Monthly Coaching for 12 Months to celebrate successes, discuss roadblocks and what can move the needle in live accounts, setting S.M.A.R.T. goals every 30 days for Accountability, and Mindset.
- Unlimited Live Web based refreshers.



In Classroom Experience



MWI Online Sales University 24/7 Access—12 Months



Monthly Coaching Forms

What steps are you taking to get through Melissa Whitaker (MWI) with your current account?

What would you predict for your presentation?

Road to Success Coaching Form 2018

Now that each of you have been back on the phone since MWI Inside Sales Academy, please give us some feedback on the roadblocks that you have encountered. Our goal is to continually help you to advance faster on the road to success. Please rate the following areas:

Scale: 1 = Not at all, 2 = Somewhat, 3 = Neutral, 4 = Somewhat, 5 = Very

Manager:	Coach:	Headline:	Headline:	Headline:	
Your skills address an existing need from your client & address a changing need from your client	1	2	3	4	5
Understanding & adapting - Psychology of buyers	1	2	3	4	5
Setting phone prospecting	1	2	3	4	5
Creating effective prospecting emails	1	2	3	4	5
Identifying buying committees	1	2	3	4	5
Effectively making contacts as a prospecting lead	1	2	3	4	5
Setting up phone appointments	1	2	3	4	5
Adding effective questions during phone appointments	1	2	3	4	5
Preparing sales presentations	1	2	3	4	5
Handling objections	1	2	3	4	5
Closing the deal	1	2	3	4	5
Successfully completing the company presentation	1	2	3	4	5
Continuing the relationship beyond all your efforts (after prospecting is done)	1	2	3	4	5

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"Four of our Sales Consultants had their biggest Financial Income year last year and the MWI Program played a pivotal role in that."

- Bob, Sales Manager

"I am so excited, through all of this work and persistence Melissa, I have for the VERY FIRST TIME, hit over \$2 Million in business in one month!"

- Jen, Strategic Account Specialist

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TOPICS COVERED

MAXIMIZING YOUR MINUTES

(Time & Territory Management)

Participants will learn the importance of planning and how these necessary steps can either catapult them in their career, or the lack of planning can destroy them. Participants will learn the importance of:

- Utilizing a planner/schedule
- Developing a 30/60/90 forecast
- Using the S.M.A.R.T. technique in setting goals
- Understanding “time traps”
- The benefits of using a database management (CRM) system

UNDERSTANDING YOUR ASSESSMENT

- Understanding how you are wired.
- Discovering what priorities shape your sales experience.
- Identifying your sales strengths based on your wiring.
- Uncovering potential challenges you may have in sales.

PSYCHOLOGY OF BUYERS

- Awareness: 4 Different Buyer Styles.
- Identify: Behaviors.
- Understand: What each Buyers’ priorities are.
- Personal Wiring: How your personal wiring plays into your relationships.
- Adapt & Relate: How to adapt to your customer/buyer, increase trust and build superior relationships.

FINDING IDEAL CLIENTS

(Effective Prospecting & Phone Appointments)

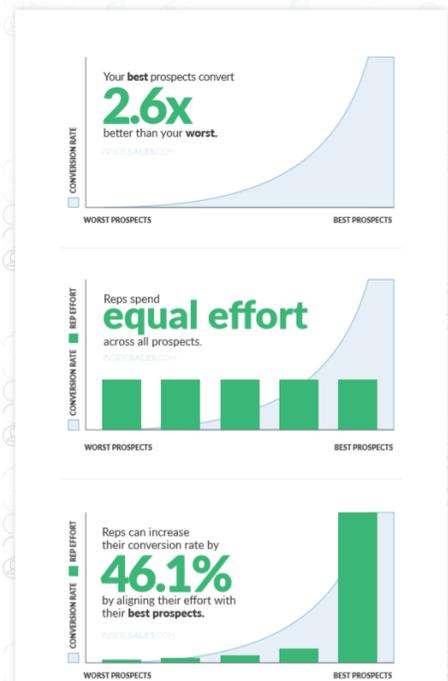
Participants will learn how to qualify prospects and build relationships with them. Participants will also:

- Learn how to effectively cold call & warm call for new business.
- Discuss talk tracks that work in today’s economy.
- Identify what opportunities to look for.
- Understand how to fill a sales funnel with correct ratios of opportunities.
- Use a combination approach.
- Develop a strong Value Proposition.
- Understand what information needs to be gathered on a call.
- Learn how to decipher between an “ideal prospect” and a “poor prospect.”
- Effectively conduct qualified phone appointments and have move-forward commitments.
- Discuss how to build rapport with new clients and be a “farmer” with current clients.



THE POWER OF PRIORITIZATION

WHAT 116 MILLION SALES ACTIVITIES SHOW US ABOUT THE POWER OF PRIORITIZING YOUR PROSPECTS



Info by InsideSales.com

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TOPICS COVERED CONTINUED

PARTNERSHIPS—CLOSING STYLES

Participants will learn how to recognize verbal & non-verbal buying signals from clients and how to respond to them using a variety of closing (partnering) techniques. Participants will also learn:

- Explore 10 closing techniques / styles

SEEK TO UNDERSTAND

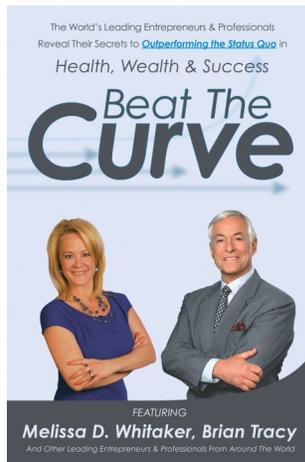
(Proactively Handling Objections)

Participants will learn how hearing client objections does not need to be a frustrating experience. Instead they should be roadmaps to guide us on better understanding of our client's goals and how we can align our solutions to help them achieve them. Participants will also:

- Learn the 4 steps on handling concerns and objections.
- Discuss the typical Industry objections and multiple ways of handling each one.
- Discuss the objection don'ts.

WHAT PARTICIPANTS WILL RECEIVE:

- Participants Sales Playbook Binder
- Comprehensive Templates & Real Life Tools
- MWI's Sales Assessment DNA Guides
- Role Playing for immediate impact in Prospecting & Closing Deals
- Road Map Step by Step guides for Combination Approaches to Reaching Buyers in today's Economy
- Psychology of the Buyer Decoder – Interaction Customer Mapping
- Strategic Appointment Plan & Toolkit
- Coaching by Melissa D. Whitaker & Team
- Copy of Melissa D. Whitaker's Best Selling book "Beat the Curve"



WHO SHOULD PARTICIPATE?

- INSIDE SALES REPS
- VP/DIRECTORS/MANAGERS
- OWNERS

HOW LONG IS THE INITIAL CLASS?

- 2 1/2 DAYS

HOW LONG ARE THE MONTHLY COACHING SESSIONS?

- 1 HOUR (Group Sessions)

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