

# Overcome sales barriers to increase revenue, and manage your efforts for better long-term results.

One Goal - Revenue Generation™

## One-day Sales Training

*“There are many good Sales Training Programs available today. Why would a sales consultancy like NvestNtech introduce their own sales training program?”*

Our clients found themselves with limited options to improve their sales results through public, or private sales training programs. The public course's diverse attendees from many companies and industries would not allow our client's individual needs to be met. The private courses, normally associated with larger organizations, were too expensive for the small to medium enterprise.

Working closely with our client's sales and marketing teams, we began to develop two key areas of need: Strategic, and Tactical. Our experience in sales force automation and CRM systems allowed us to add the important third dimension of sales training we call “Logistics”.



Recognizing the need to compress training into the shortest duration possible, we set a goal to conduct the training in one business day. By adding an on-site approach to the training, we could provide our client with a minimal disruption to normal business operations, and deliver a lower overall cost solution.

We took our training one step further by incorporating other departments, such as Marketing or Customer (support) Service, into the NvestNtech Sales Training Program. We believe our client reaps more complete and longer lasting results.

Please contact us to learn more about our Sales Training Program, and the many other services we offer to help you accelerate your sales and achieve better results.

**“It takes a  
disciplined  
process to  
produce an  
accelerated  
sales cycle.”**

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# Sample Course Outline

## *"Sales 101" – Basic Sales Techniques and overcoming objections*

Time Slot: 8:30a-5:30p – 15-minute breaks for attendees, and lunch break, as noted

### **8:30a-10:00a**

General Overview - 0:15

Strategic – 1:15

Market Segmentation

Sales Funnel

Competitive Intelligence

**Break: 10:00a-10:15a**

### **10:15a-11:45a**

Tactical – 1:30

Call Planning

Call Execution – Emphasis on Time Management

Account Management

Overcoming Objections

Peer to Peer selling – Leveraging all levels of management

**Lunch Break: 11:45a-1p**

### **1:00p-2:30p**

Role Play – "Selling against the entrenched competition" – 1:30

**Break: 2:30p-2:45p**

### **2:45p-4:00p**

Logistics – 1:15

Automated Contact Management

Sales Reporting

**Break: 4:00p-4:15p**

### **4:15p-5:30p**

Pulling it altogether – 1:15

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This one-day course is conducted on the premises (on-site) of the client. Class size is limited to twelve (12) participants per trainer. Larger groups can be accommodated on multiple days, or with the use of multiple trainers on the same day depending on the facilities available.

Costs vary based on location and expenses. There is a one-time curriculum charge per participant.