



**2024**  
**PORTFOLIO**

**ACHIEVER**  
**TRAINING AND CONSULTING**

# 2024 PORTFOLIO

Below, we outline the key training programs offered by Achiever.

## SALES PROCESS



Sales Strategy



LinkedIn Social Selling



Consultative Selling

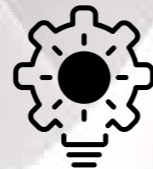


Objection Handling/Negotiation and closing

## NEUROSELLING AND MINDSET CHANGE



Neuroselling and relational styles



Sales Proactivity



Mindset change using neuroscience

## SOFT SKILLS



Time management



Productivity and stress management



Communication and persuasion in sales



Leadership and team management



Leadership in complex systems

## SALES PROCESS



Sales strategy



LinkedIn social selling



Consultative selling



Objection  
Handling/Negotiation and  
closing



## SALES STRATEGY

8  
horas



### OBJECTIVES



To empower the team to design actions to achieve their business objectives.



Ensure the team is proficient in working with sales KPIs.



### BENEFITS



Achieve your goals as quickly as possible by knowing what you want to achieve and how.



Have a clear understanding of the options that can lead you to your objectives sooner.

**Key points of the business strategy:**

Define the ideal company

Define the ideal buyer persona

Define priority markets

What is my competitive advantage

How will I reach my customers?

**Measuring success: Goals and KPIs**

**Defining a commercial action plan:**

What

When

How

**Review of the action plan:**

What happens if I don't meet the objectives

Continuous improvement process

**30-60-90 Action Plan**



## Social Selling or How to Sell Using LinkedIn

14  
hours



### OBJECTIVES



Creating Your Own Prospecting System



Significantly Increasing the Number of Leads/Meetings



### BENEFITS



Minimizing Time Devoted to Commercial Prospecting.



Maintaining a Steady Flow of High-Quality Lead Meetings

**Module 1 - Key Success Factors for Prospecting with LinkedIn**

**Module 2 - Value Proposition and Target Client Definition**

**Module 3 - Crafting an Appealing Sales Profile**

**Module 4 - Step-by-Step LinkedIn Prospecting**

**Module 5 - Creating Qualified Databases**

**Module 6 - Prospecting Follow-up: KPIs and Dashboard.**



## CONSULTATIVE SELLING

8  
hours



### OBJECTIVES



**Learning to Identify Customer Needs and Transform Them into a Solution**



**Mastering Expert Positioning to Build Customer Trust**



**Learning the SPIN/BANT Methodology of Consultative Selling**



### BENEFITS



**Positioning Yourself as an Essential Support, Capable of Understanding Customer Needs**



**Delivering Value in Every Customer Interaction, Setting Yourself Apart from the Competition**

- **How to Identify Customer Needs**
- **How to Encourage the Customer to Articulate Areas of Dissatisfaction Requiring a Solution**
- **How to Help the Customer Envision a Better Outcome**
- **SPIN and BANT Questioning Methodologies**
- **Transforming Needs into Solutions**
- **Communicating the Benefits of Our Solution**



## Handling Objections, Negotiation, and Closing

12  
hours



### OBJECTIVES



**Guiding the Sales Process to Closure**



**Being Comfortable in the Final Phase of the Sales Process**



### BENEFITS



**The salesperson will feel more comfortable and confident throughout the sales process and**



**will achieve increased sales and a higher ratio of closed-won deals**

#### **Objection Handling:**

- **Distinguishing and Overcoming Common Objections vs. Complex Objections.**
- **Creating a Repository of Responses for Various Situations.**
- **Addressing Price Objections to Emphasize Value-based Selling.**

#### **Negotiation:**

- **Harvard Negotiation Approach.**
- **Identifying Your and Your Customer's Negotiation Styles.**
- **Crafting a Negotiation Strategy.**
- **The Negotiation Process.**

#### **Closing:**

- **Reaching an Agreement.**
- **Formalizing the Agreement.**

## NEUROSELLING AND MINDSET CHANGE



Neuroselling and relational styles



Sales Proactivity



Mindset change using neuroscience





# Neuroselling and relational styles

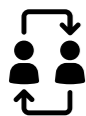
16 hours



## OBJECTIVES



Understanding and Leveraging the Human Brain's Function in the Purchasing Decision-Making Process to Lead the Sales Process



Gaining Insight into Building Stronger Buyer Relationships to Enhance Sales Prospects



## BENEFITS



Better Customer Understanding



Greater Persuasion and Loyalty



Improved Offer Customization



Sales Increase

**The Brain and Sales: How Our Brain Work and How We Make Buying Decisions.**

**Empathy Map: Understanding the Customer and What Drives Their Purchase Decision.**

**Sales Phases - Inverted Pyramid: How Spending More Time Understanding the Customer Increases Sales.**

**Bridge Model and Relational Styles:**

- Relational Styles (Water, Air, Fire, Earth).
- Identifying Each Style.
- Needs of Each Style.
- What each style likes and dislikes.
- What motivates and demotivates each Style.
- Persuasion for Each Style.

**Sales Techniques with Applied Neurosales: Enhancing Your Current Sales Process by Integrating your Sales Techniques and Neurosales Principles."**



## OBJECTIVES



Developing a Sales-Focused Mindset.



Empowering Each Team Member with a Proactive Attitude.



Establishing Sustained Habits that Foster a Positive Sales Attitude



## BENEFITS



Waking Up Every Day with Increased Enthusiasm and Motivation.



Getting to Know Yourself Better and Making the Most Out of Your Personal Resources.



Understanding Others and Their Needs to Better Master Sales Processes

**Maintaining a Positive and Appropriate Sales Attitude for Negotiation and Selling. Self-Motivation as the Essential Emotional Foundation. Planning and Proactivity as Indispensable Tools for Sales Professionals.**

- **Distinctions Among Different Sales Profiles**

- **Cultivating a Positive Sales Role Perspective**

- **Motivation and Self-Motivation**

- **Empathy and Assertiveness**

- **Planning Skill**

- **Proactivity**

- **Leading the Sales Process**



## MINDSET CHANGE USING NEUROSCIENCE

8  
hours



### OBJECTIVES



**Delve into and Understand the Workings of Our Mind to Leverage it in Our Favor.**



**Developing a Mindset Capable of Achieving Success in Any Situation.**



### BENEFITS



**Utilizing Neuroscience Strategies to Drive Increased Sales.**



**Navigating Comfortably in Uncertainty.**



**Boosting Self-Confidence.**

- The Secrets of the Mind: Gaining Confidence through Neuroscience.**
- Strategic Mindset vs. Scarcity Mindset.**
- Selling from Fear vs. Selling from Confidence.**
- Addressing Limiting Beliefs, Internally and with Clients.**
- The Focus Strategy: Directing Efforts toward Maximum Profitability.**

## SOFT SKILLS



Time management



Productivity and stress management



Communication and persuasion in sales



Leadership and team management



Leadership in complex systems



## TIME MANAGEMENT

10  
hours



## OBJECTIVES



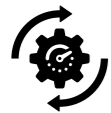
**Creating Awareness Among Salespeople on the Significance of Organization and Cultivating a Mindset Centered on Achieving More with Less.**



**Providing Them with a Proven Methodology and Practical Tools for Effortless Organization.**



## BENEFITS



**Elevate Your Day-to-Day to a Whole New Level, Bringing Unprecedented Calm, Control, and Productivity.**



**You will work with more Confidence and Achieve Outstanding Results**

Starting Point: Where Do I Truly Add Value and Where Should My Time Be Focused?

Urgency-Importance Matrix

How to Prioritize?

How to avoid time Thieves

How to plan?

How to ask for Help?

What and How to Delegate?

How to Set Boundaries and Say No

Designing Your Ultra-Productive Ideal Day

30-60-90 Action Plan



## PRODUCTIVITY AND STRESS MANAGEMENT

24  
hours



### OBJECTIVES



Improve personal effectiveness and productivity.



Learn to manage stress



### BENEFITS



Mental clarity



Better ability to connect with others



Greater attention and concentration.



More creativity

Thanks to our partnership with the esMindfulness Institute, we offer an 8-week program (24 hours) for stress management tailored for your sales team.

Our focus is to enhance personal effectiveness, interpersonal relationships, and well-being simultaneously, through training that promotes self-awareness and mindfulness.

The proposed training sessions are science-based, incorporating Mindfulness and other techniques that develop neuroplastic circuits. Therefore, we encourage consistent dedication to gradually apply these techniques in participants' daily lives.

Our programs include a post-session action plan supported by various resources such as audio guides, reflective exercises, attention and contemplation practices, as well as readings and other materials.



## COMMUNICATION AND PERSUASION IN SALES

10  
hours



### OBJECTIVES



**Mastering the Art of Persuading and Convincing Prospective Clients about Our Products.**



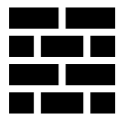
**Learning to Influence the Purchase Decision of Potential Customers**



### BENEFITS



**Generating Increased Interest in Clients.**



**Overcoming Objections and Breaking Down Barriers with Solid Arguments**



**Closing More Sales**

**Effective Communication: Verbal and Nonverbal Communication, the Significance of Language, Image, and Positive Attitude. Active Listening, Empathy, and Assertiveness: The Three Pillars of Communication.**

**Storytelling: Utilizing Stories as Tools to Capture Customer Attention. Effective Storytelling Techniques.**

**Objection Handling: Approaching and Clarifying Any Doubt, Concern, or Objection to Eliminate Barriers for the Purchase Decision**



# LEADERSHIP AND EFFECTIVE TEAM MANAGEMENT

20  
hours



## OBJECTIVES



**Promoting Change by Understanding the Implications of Taking on a Leadership Role within an Organization.**



**Developing and Enhancing Leadership Management Skills to Increase the Efficiency and Effectiveness of Teams."**



## BENEFITS



**Understanding Your Team and Applying Appropriate Leadership to Foster Team Commitment.**



**Managing Conflicts in a more efficient way**



**Providing Feedback to Promote Team Growth.**

Strategy and Commitment.

Situational Leadership.

- Types of Leaders.
- Types of Teams.

Leader's Responsibility in Team Management.

Relational Styles and Behaviors.

- Characteristics of Styles.
- What Each Style Needs.
- What Motivates and Demotivates Each Style.

Conflict Management.

- Action Steps.
- Key Conflict Management Skills.
- Harvard Negotiation Method.
- Conflict Management Dynamics.

Feedback.

- How to Provide Feedback.
- Positive Feedback.
- Corrective Feedback





# LEADERSHIP OF COMPLEX SYSTEMS

40  
hours



## OBJECTIVES



Learn methods and methodologies from the American Human Systems Dynamics Institute to develop adaptive capacity and lead in complexity.



Find ways to deal with uncertainty and increase your resilience.



Facing complexity from a different and more productive perspective and attitude



## BENEFITS



Better decision making: you will choose the most appropriate action to transform turbulence and uncertainty into possibilities and opportunities.

In collaboration with the Human Systems Dynamics Institute, we have designed a series of Labs to empower you to lead, face challenges, and thrive in an uncertain future:

### Lab 1: Leading in Complexity

- The New Leadership Paradigm.
- Leader Skills.

- How to Generate Resilience.

### Lab 2: Leading from Uncertainty

- Nature of Complex Adaptive Systems.
- Identifying Patterns.
- Influencing Pattern-shaping Conditions.

### Lab 3: Leading Complex Change

- Types of Change and Approaches.
- Alignment of Purpose and Objectives.
- Understanding the Expectations from the Leader's Environment.

### Lab 4: Leading through Constructive Dialogue

- Identifying and Understanding Dilemmas.
- Gaining Perspective and Grasping Different Realities.
- Exploring Action Possibilities for Informed Decision Making.

### Lab 5: Leading a Community through Generative Commitment

- Exploring Necessary Conditions for Collective Purpose.
- Creating an Environment for Generative Commitment.
- Defining Norms for the Desired Culture."

# 2024 PORTFOLIO



**ACHIEVER**

**SALES TRAINING AND CONSULTING**