



2024
PORTFOLIO

ACHIEVER
TRAINING AND CONSULTING

2024 PORTFOLIO

SALES PROCESS



Sales Strategy



LinkedIn Social Selling



Consultative Selling

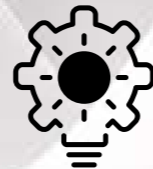


Objection
Handling/Negotiation and
closing

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
hours



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 a successful 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

Action Plan 30-60-90



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 Spent in Prospecting



Maintaining a Steady Flow of Meetings with High-Quality Leads

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 Sales Models**
- **Transforming Needs into Solutions**
- **Communicating the Benefits of Our Solution**

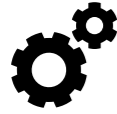


Handling Objections, Negotiation, and Closing

12
hours



OBJECTIVES



Leading the Sales Process to a Closed-Won



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



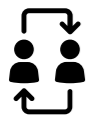
Mindset change using neuroscience



OBJECTIVES



Understanding the human brain and its 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



Sales Increase

The Brain and Sales: How Our Brain Works 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 Boosts 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 Neuroselling: How to enhance your current sales process by integrating sales techniques and neuroselling processes.



SALES PROACTIVITY

8
hours



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 Towards Selling. Self-Motivation as the Essential Emotional Foundation. Planning and Proactivity as Indispensable Tools for Sales Professionals.

- **Cultivating a Positive Sales Role Perspective**
- **Motivation and Self-Motivation**
- **Empathy and Assertiveness**
- **Planning Skills**
- **Proactivity**
- **Leading the Sales Process**



MINDSET CHANGE USING NEUROSCIENCE

8
hours



OBJECTIVES



Understanding How our Mind works to use it in Our Favor.



Developing a Mindset Capable of Achieving Success in Any Situation.



BENEFITS



Using 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.



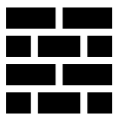
Learning to Influence the Purchase Decision of Potential Customers



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 Importance of Language, Image, and Positive Attitude.

Active Listening, Empathy, and Assertiveness: The Three Pillars of Communication.

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

Objection Handling: How to Address and Resolve Any Doubt, Concern, or Objection and Remove Barriers to the Buying 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.

Situational Leadership.

- Types of Leaders.
- Types of Teams.

Leader's Responsibility in Team Management.

- Communication
- Empathy
- Active listening
- Motivation

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