SELLING MANAGED IT SERVICES TO WIN



Teach your "Sales Generalists" how to hunt for IT opportunities.



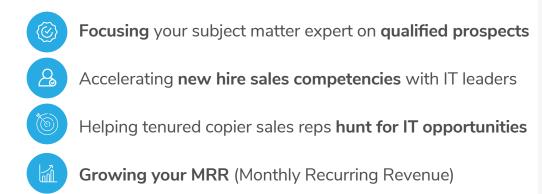
FEATURING

Award-Winning Sales Performance Coach **Rick Lambert**



selltowin.com

Ideal for:



SELLING MANAGED IT SERVICES TO WIN



This popular program features a live CIO revealing why small to medium size businesses outsource IT services. Reps learn how to engage key contacts, execute a sales call and qualify opportunities to make the most of Subject Matter Experts.



Video Coaching MODULES

1

The Need for Managed IT:

- The Evolution of Office Technology
- The Business Need for Managed IT Services
- Interview With CIO
- 2

Prospecting Strategies:

- How to Identify IT Decision Makers
- Engagement Strategies Phone, Email & Social
- Live Demonstrations With Coaching

Sales Call Effectiveness:

- Pre-call Planning
- Power Questions to Uncover Pain & Qualify Opportunities
- How to Gain Commitment to Next Steps
- 4

3

Handling Resistance:

- Objection Handling Template
- Pro Responses to Common IT Objections
- Role Play Demonstrations

5 Qualifying Opportunities & Engaging Your Solutions Specialist:

- Qualifying Questions to Ask
- Red Flags to Be Aware of
- Best Practices to Introduce Your IT Specialist
- Role Play Demonstrations

YOUR ON-DEMAND TRAINING INCLUDES

- Engaging video (not PowerPoint!)
- 10 15 minute modules
- Less than 3 hours to complete
- Hosted by professional on-camera talent
- Actor simulations of selling skills
- Online testing and reporting
- Official certificate of completion
- Offline money making exercises

PLUS: Downloadable Sales Playbook





UNLEASH YOUR SALES POTENTIAL

cpd.ldproducts.com