

WHAT DOES SALES GAUGE TRAINING OFFER?

Sales Gauge offers a complete tactical training program that utilizes eLearning and Artificial Intelligence with Artificial Expertise wrapped around AI tools to train teams in prospecting techniques effectively. The modular program can be taken out of order depending on the skills teams want to enhance. The program continues with Negotiating, Closing, and Planning. These programs are designed to be self-directed and augmented with virtual instructor-led lead and live-in-class exercises that include “live” outbound calling and emailing to put deals in the pipeline during training.

SALES GAUGE 1 POWER PROSPECTING 360:

Utilize the Sales Gauge Show’s Know’em technique for an efficient 360-degree research approach to prospecting accounts. This eLearning module includes ACE, an Artificial Coaching Expert, guiding students in creating effective executive prospecting using LinkedIn, press releases, and Twitter/X/Threads.

SALES GAUGE 2: SEKM ACE EMAIL GENERATOR:

After completing and passing the SEKM final exam, students gain unlimited access to the email generator to practice and apply the techniques without revisiting the lecture series.

SALES GAUGE 3: STORY SELLING- CREATING & TELLING STORIES DURING THE SALES PROCESS:

Learn powerful communication techniques like NLP to differentiate from competitors and handle objections. This module combines sales and marketing, providing industry-based success stories for objection handling, prospecting, and email marketing campaigns. ACE assists in creating effective emails, call templates, and webinar invites.

SALES GAUGE 4: RCBC ACE ARTIFICIAL COACHING EXPERT:

Access the email generator to practice techniques after completing and passing the RCBC final exam without revisiting the lecture series.

SALES GAUGE 5: NEGOTIATING- HIGH VALUE TRADES (HVT):

Gaining early commitments through matched investment requisition and learn innovative sales techniques for deal closure. Explore forecasting deal strength and stakeholder management through an in-class org-chart exercise.

SALES GAUGE 6: AUTHORITATIVE CLOSING:

Focus on effective closing techniques with the acronym WAR to maximize sales team efforts and leave a lasting impression.

SALES GAUGE 7: MINIMAL VIABLE PLANNING (MVP):

Develop revenue goals, territory plans, and target prospects efficiently. Excel templates are provided to build your plan and align marketing resources.

SALES GAUGE 8: SALES MANAGEMENT AND LEADERSHIP TRAINING

Comprehensive training for successful sales leadership and management. Focuses on leading, coaching, inspecting, forecasting, recruiting, and hiring.

CONTACT US