



**CASS HOLLOWAY & Co**

“Taking the next step in your business”

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## COURSE OUTLINE

### WHAT YOU WILL LEARN:

Our “Knowledge Based” sales training class is a six week high intensive course designed to motivate and drive experienced sales people to perform at a higher level. The class will focus on assessing, planning for, and executing on three specific areas of knowledge critical to selling success:

*Knowledge of Yourself*

*Knowledge of Your Customer*

*Knowledge of Your Solutions*

### COURSE OBJECTIVES:

The target objectives we will accomplish from the knowledge gained in these 3 areas will be to:

*Increase revenue and revenue opportunities*

*Reduce the time needed to gain revenue*

*Educate and instill higher level selling skills*

*Learn and improve strategic thinking*

*Motivate to perform at a higher level*

In order to ensure skill acquisition and retention along with behavioral change the class will be centered on active learning. Active learning is objective driven and focuses on engaging the participants in exercises, interactive discussion, and in-class practice of the individual skills taught. The class is spaced out over six-weeks to allow for time spaced learning which allows each individual to practice the skills learned each week in their own customer engagements. Participants will report back to the class each week on how successful they were in implementing the skill set learned.

**A new class forms every quarter and meets in Bellevue one night a week for six-weeks.**

We build this knowledge and reach these objectives by taking the basics of the sales process and moving them to a higher level. We accomplish this through the following six modules:

#### Session 1:

##### Strategic Sales Planning

In order to succeed in selling today you need to think, and plan, in a clear and logical way. Sales Strategy and planning is essential to quota achievement and individual growth and this is where the class kicks off.

##### OBJECTIVE:

Personal assessment to identify strengths / weaknesses

Strategic Sales Planning covering three critical areas:  
Developing a territory plan  
Developing an account plan  
Developing an individual call plan

Understanding workflow and personal productivity

#### Session 4:

##### Solution Assessment & Development

Your customers can spend their capital in countless ways and developing a business case and focusing your solution on payback and return on investment could be the difference between making a sale and losing one.

##### OBJECTIVE:

Tying your solution to the customers business problem

Two necessary components to a business case - Payback and ROI

Competitive Assessment / Setting Competitive Traps

#### Session 2:

##### Demand Generation

To have a more predictable income stream and to ensure future opportunities sales people must always focus on demand generation. Learn where to start, how to start, and the various methods of demand generation.

##### OBJECTIVE:

Steps to successful pipeline management

Elevator pitch development

Networking / Prospecting

#### Session 5:

##### Solution Presentation

Structured presentations are an extension of clear and logical thinking. A successful presentation bridges the gap between you – the presenter – and your audience and in this session you’ll learn how to do that.

##### OBJECTIVE:

“Inductive” vs. “Deductive” presentations

Five key elements to successful presentations

Learn the art of persuasion

#### Session 3:

##### Advanced Information Gathering

Basic research techniques and customer analysis form the basis for intelligent questions. Intelligent questions are the lifeblood of sales and persuade more powerfully than any other verbal behavior.

##### OBJECTIVE:

Understanding customer buying behavior

Two types of questions you must know and use

Determining the customers business problem

#### Session 6:

##### Opening a Relationship

We should be working to “open” relationships not “close” deals. If we do the latter correctly the former will take care of itself. Here we deal with the subtleties of negotiation, overcoming objections, and appropriate ways to ask for the business.

##### OBJECTIVE:

Negotiating (discounting shouldn’t be your only strategy)

The single best method for overcoming objections

Finalizing a deal through the art of the next step

When and how to ask for referrals