



# SALES ACTIVATION GROUP

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## SYLLABUS

### THE ACTIVATE SERIES – SERIOUS B2B SALES

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LOCATION: ACUMEN IT, 1 Distribution Court (Batesville/Pelham Road),  
Greer, SC 29650; 864-271-9000

DAY/TIME: Wednesday, 4:30-6p

#### DESCRIPTION

This series involves a careful examination of the key attributes, characteristics, beliefs and attitudes needed to engage in productive dialogue with business executives. Each individual session will have a central focus relating to one of the various skills and techniques required to successfully sell in the B2B environment. These will include, but not be limited to, questioning techniques; self-management; lead generation and prospecting; psychology of decision making; effective communication; qualification; generating impact; persuasion; emotional intelligence; recognizing new opportunities. All content will be relevant and real world with the instructor and students sharing what they are encountering in the field while attempting to develop and grow their businesses.

#### ORGANIZATION

This is a lecture-discussion-individual-team-participation course led by the instructor. Individuals can join the series in progress at any time as the key principles noted above will be thread throughout the curriculum for repeat exposure and used for individual and team activities. Attendance for a minimum of 6 months is required for proficiency. Students from multiple industries will be in attendance.

#### COURSE OBJECTIVES

To benefit both new and veteran sellers  
To promote behavioral change where necessary to drive greater sales success  
To orient students to the profound impact they could realize through having more productive conversations with business executives  
To enable students to achieve greater business development results  
To introduce students to proven techniques to achieve greater efficiencies and maximize profitability





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### **Sample Lesson Plans Turning Information into Impact 4 Sessions**

#### **Session 1:**

Engaging in Productive Dialogue (a key attribute for sales success)

**Group Exercise:** Identifying relative terms for specificity

Asking Better Questions

**Group Activity:** Re-framing questions

The power of pushing back in the right moments

Provoking thought to generate interest

NOTE: every session will refer back to the importance of listening for relative terms and asking more pointed questions to drive impact

#### **Session 2:**

What Do You Really Know About Your Ideal Clients and Prospects?

**Individual exercise:** description of their ideal client, share with group

Industry awareness, knowledge, successes

Discussion: Depth and breadth of contact

Who 'owns' the information you've been given?

Why and when are they purchasing?

#### **Session 3:**

Fanatical prospecting

Leveraging your network

Networking strategically

Providing value

The 5 prospecting rules

#### **Session 4:**

Your Approach

What a prospect should never hear

Psychological barriers to forming a new relationship

Things prospects say that need to be explored further

Crafting/tweaking your outreach plan

