

GAP SELLING ONLINE TRAINING AGENDA

OVERVIEW DESCRIPTION

There has never been a time where being a problem-centric seller has been more important. Typical, product-centric pitching has salespeople appearing tone-deaf and self absorbed. We want to help you be a better resource to your customers at the time when they need it most.

The Gap Selling methodology will give you the framework needed to become problem-centric and buyer-centric to elevate your sales game and to help your customers achieve their goals especially during challenging times like today. This training will cover the more difficult concepts of the Gap Selling book, taking the method from knowledge to skills.

This is NOT your typical sales training...

Gap Selling Training is the most anticipated and talked about sales training methodology on the market. This is not that same b.s. sales tactics you've experienced or suffered through before. Gap Selling makes sure you know how to be successful in today's tumultuous selling world. Don't take our word for it...check out Gap Selling Sales Training on G2 Crowd.



GAP SELLING ONLINE TRAINING AGENDA

YOUR ONLINE EXPERIENCE

We built this one-of-a-kind training experience with you in mind and with a coaching framework at the core.

How did we do this?

- We did it by breaking the rules of online video lectures and gamified the system!
- Your learning experience is your personal journey.
 - Fail a quiz > unlock more lessons.
 - Crushing the training > move faster.
- You will be challenged to work deal reviews from your existing pipeline, to self assess critically, and to think about the sales profession in ways you have never considered before.
- No more boring memorization or even worse those corporate trainings that ask BS questions like "what color was the actor's shirt?" to validate you watched the video. Enough of that garbage. We built a training that is interactive, engaging, authentic, and will actually help you level-up.
- Gap Selling Online Training is your personal sales coach, designed to elevate your game in a fun, engaging, entertaining way.



GAP SELLING ONLINE TRAINING AGENDA

YOUR EXPECTED OUTCOMES

When you are done with Gap Selling Online Training Expect to:

- Close more deals faster
- All but eliminate buyers going dark
- Increase your ASP (average sales price).
- Minimize objections to almost zero and be massively prepared to deal with the few you get
- Grow your pipeline
- Improve your close rate
- Be positioned as a credible resource to your buyer
- and more

No matter what your success measure is, from being top sales person, to making Presidents Club, Gap Selling Online Training provides you the tools and methods to eliminate the old school selling approaches that have undermined salespeople's ability to be successful for years.

Don't let poor outdated selling methods bog you down and impede your ability to become a top seller in today's modern selling world.

Become a problem-centric seller
and leave product-centric selling to
those who don't know better!



GAP SELLING ONLINE TRAINING AGENDA

OUTLINE

Welcome to Gap Selling: Estimated Time ~5 min

- Introduction
- Self Reflection Exercise

Intro to Gap Selling: Estimated Time ~80 min

- Busting Sales Myths
- Sales is Change Management
- Understanding the Gap

Problem Identification: Estimated Time ~80 min

- Understanding Your Buyers
- Types of Problems
- Creating Your PIC

Discovery Parts One and Two: Estimated Time ~100min

- Qualification Criteria
- Stop BANT
- Defining Details
- Objective of Discovery
- Discovery Questions
- Measuring the Gap
- Knowing Your Customer's Why

GAP SELLING ONLINE TRAINING AGENDA

OUTLINE Continued

Demos / Solutions: Estimated Time ~30 min

- Tailored Solution Presentations
- No Ifs
- 6 Features
- Anchoring

Pipeline: Estimated Time ~60 min

- Decision Criteria
- Buying Process
- Next Yes
- Using Your CRM
- Troubleshooting
- Objections

Final Assessment: Estimated Time ~COMING SOON

- Release Coming Soon

Resources: Estimated Time ~COMING SOON

- Release Coming Soon