



# ADVANCED SALES TRAINING & COACHING



# Advanced Sales Training & Coaching Program

## About the Coach

- 25+ years of sales experience
- Proven success across SOHO, SMB, B2C, B2B, and I&C markets
- Diverse sales roles in direct sales, account management, and corporate sales
- Consistently achieved exceptional sales results for multiple organizations
- Strong business development skills with a proven track record
- Over 20 years of coaching experience
- Expertise in start-up businesses and scaling sales efforts
- Delivered sales training to a wide range of professionals across various industries
- Offers personalized 1-on-1 coaching as well as team coaching
- Deep understanding of daily frustrations faced by salespeople
- Skilled in objection handling and conflict resolution
- Demonstrated leadership abilities



**Gurdeep Lall**

Managing Director  
Mango Madness Digital Agency

Your Digital Playground



# Advanced Sales Training & Coaching Program

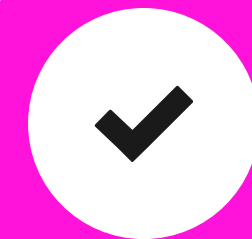
## About the Sales Course

This course offers a comprehensive overview of the sales process, specifically designed for businesses looking to enhance their sales team's efficiency. You'll gain valuable insights into key concepts and best practices that can drive results. Core components of the course include:



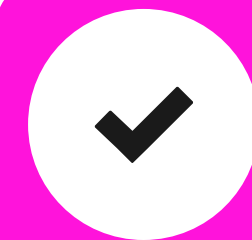
### Overview

Understand the key ingredients required to develop an impactful and effective sales force for your business growth and success.



### Sales Team Skills Development

Explore the essential skills salespeople need to effectively grow your business. Through practical exercises and real-world scenarios, the course will help enhance your team's capabilities.



### Lead Management & Conversion

Delve deep into the strategies and techniques essential for nurturing leads and converting them into loyal customers.



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## Advanced Sales Training & Coaching Program

# Sales Course Outline - *Overview*

### Background to the Sales Coach

The sales coach will provide a compelling introduction, sharing insights into his extensive background, sales experience, and notable career successes and achievements.

### Foundation of Sales

Explore the essential ingredients necessary to become a successful sales-person, highlighting key skills and attributes that drive performance.

### Sales Cycle – 7 Stages

Dive deep into the seven stages of the sales cycle, discussing the intricacies and critical details involved in each phase to maximize effectiveness.

### Goal Setting

Learn about the importance of SMART goals and why they are essential for guiding your sales strategy.

### Guide to Cold Calling

Explore more about essential content to include and avoid in cold calling to new leads.

### Sales Email Templates

Learn how to format emails, understand the differences between informal and formal emails, when to use each, and structure the email body including email signatures.

### Sales Forecasting

Discover how to effectively forecast your sales and understand why accurate sales forecasting is essential for your business success.

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# Sales Course Outline- *Sales Team Skills Development*

### **Behaviour and Attitude**

Examine how various behaviours and attitudes can significantly influence sales outcomes, highlighting the impact of mindset on performance.

### **Embracing Comfort Zones**

Understand the importance of stepping outside your comfort zone and the potential drawbacks of remaining stagnant.

### **Cultivating a Growth Mindset**

Discover how positive and negative thoughts can significantly impact performance and overall success in sales.

### **Organization Skills**

Learn the critical importance of staying organized and explore the tools available to help maintain focus and efficiency.

### **Time Management Skills**

Discover how adhering to strict timelines can dramatically improve your sales results and overall efficiency.

# Sales Course Outline- *Lead Management & Conversion*

### Prospecting

Learn effective strategies for identifying potential customers and structuring a sales funnel that guides them through the buying process.

### Making Contact

Evaluate various contact methods (phone, email, social media) to determine the most effective approach for reaching your customers.

### Qualifying Your Prospect

Gain insights into your prospects' goals, challenges, pain points, budgets, and other key decision-making factors to qualify leads effectively.

### Nurturing Your Prospect

Equip yourself to address important questions about your unique offerings and the specific problems you can solve for your prospects.

### Follow Up Process

Understand the right time to follow up with prospects and determine when it may be best to cease follow-up efforts.

### Presenting Your Offer

Discover the best ways to present your offer based on your understanding of the prospect's pain points and budget.

### Overcoming Objections

Learn how to anticipate objections, respond effectively, and ask follow-up questions to maintain engagement and build trust.

### Closing the Sale

Learn various techniques and skills for closing sales effectively, as well as best practices for follow-up calls.

### Call to Action Emails

Explore various call-to-action strategies and how they can enhance the effectiveness of your email campaigns before you ask for the sale.

### Responding to In-bound Leads

Learn the optimal timing and approach for responding to inbound leads to maximize engagement and conversion potential.

## Advanced Sales Training & Coaching Program

# Comprehensive Sales Coaching

Our 1-on-1 sales coaching offers personalized support to enhance your sales team's skills and effectiveness.

After completion of the sales course, we offer further coaching opportunities to your sales team. This involves listening to live sales calls to extract key insights and identify any areas for improvement.

Together, we'll develop a tailored action plan to address objections and refine your sales techniques, ensuring you build confidence and achieve better results in your sales efforts. With dedicated guidance, you'll be empowered to elevate performance and drive success to your business.



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Sweetening the deal with Mango  
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# Contact Us



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