

SALES DEVELOPMENT REPRESENTATIVE (SDR) TRAINING

"Connecting Your Messaging With Your Buyer's Journey"

SECTION ONE: Defining and Understanding your Buyer Personas

- Introduction
- What are the main characteristics of a Persona?
- How do you find your unique buyer Personas? (Understand external and internal resources available)
- How to find information; Titles, Seniority, Backgrounds, Events attended, Media consumed, Other Persona interests
- How to intentionally enter into your Persona's world as a value provider vs a vendor
- Workshop: Define and record the main 3 buyer
- Personas and attributes for Your Company (group work/ discussion)

SECTION TWO: Discovering your Persona's Top Pain Points

- Introduction
- What is the definition of a Pain Point?
- How do you find your Persona's main Pain Points? (Understand external and internal resources available)
- What are the business and personal impacts of those Pain Points for each Persona?
- How does your solution specifically help alleviate each Pain Point?
- Workshop: What are Pain Points specifically of the the 3 Persona's we've identified? (group work/ discussion)
- How do you connect your solution to that Pain Point in an outbound message (ie live calls, emails, social messages)

SECTION THREE: Messaging - Connecting Personas and Pain Points to your daily workflow

- Introduction
- Review your current top performing messaging - how and why does it connect?
- How to create messaging based on each Persona and Pain Point
- How to analyze names in your database to connect Personas and Pain Points
- Workshop: Each person select 3 real names from database and create a Pain-centric email message and cold call script for them
- Live practice: Use your cold call script in live practice session in front of the group

SECTION FOUR: Prospecting Sales Skills and Live Practice - How to Connect with Prospects in a Genuine Way

- Effective Pain-centric opening statements
- Asking relevant questions
- Handling objections
- Closing for next steps
- Live practice: 1:1 and Group rotation work
- Live practice: individuals record videos and display before group for analysis
- Final Pitch Olympics
- Wrap-up

INVESTMENT:

Live 1-day class, price includes all materials, training and pre-work.

ZOOM CONFERENCE BASED VERSION:

8, 1-hour meetings, over two weeks.



For more information
Web: tenbound.com
Phone: 415-944-7872
Social: @tenbound



About Tenbound

Tenbound is 100% focused on Sales Development. We help start or improve your Sales Development program through events, training and consulting programs.

More meetings, more sales. Tenbound