



MWI ELITE SALES ACADEMY

Programs & Curriculum

MESA will coach you in the areas of finding ideal clients, cultivating relationships & closing more business.





12 MONTH PROGRAM—TOTAL SALES TRANSFORMATION

WHAT'S INCLUDED:

- Chose between an “In Person” 3 Day Elite Sales Academy class, or our “Virtual” 4 Hours a Day for 5 Days.
- Personalized Sales Assessment to each Participant.
- 24/7 Access to the MWI Online Sales University with 24 video modules, File Vault, and Reporting/Tracking.
- Monthly Coaching to celebrate successes, discuss roadblocks and what can move the needle in live accounts, setting S.M.A.R.T. goals every 30 days for Accountability, and Mindset.
- Unlimited Live Web based refreshers.



In Classroom Experience



MWI Online Sales University 24/7 Access—12 Months



Monthly Coaching Forms

What steps are you taking to get through Melissa Whitaker (MWI) with your current account?

What would you like to get out of this presentation?

Road to Success Coaching Form 2018

Now that each of you have been back on the phone since MWI Inside Sales Academy, please give us some feedback on the roadblocks that you have encountered. Our goal is to continually help you to advance faster on the road to success. Please rate the following areas:

Scale: 1 = Not at all, 2 = Somewhat, 3 = Neutral, 4 = Somewhat, 5 = Very much

| Statement | 1 | 2 | 3 | 4 | 5 |
|----------------------------------------------------------------------------------------|---|---|---|---|---|
| My skills address my existing core issue | | | | | |
| My skills address my emerging core issues | | | | | |
| Understanding & Adapting - Psychology of Buyers | | | | | |
| Business system preparation | | | | | |
| Creating effective prospecting emails | | | | | |
| Identifying buying committees | | | | | |
| Effectively selling into a buying committee | | | | | |
| Business to selling phone appointments | | | | | |
| Adding effective questions during phone appointments | | | | | |
| Preparing quality proposals | | | | | |
| Handling objections | | | | | |
| Closing the deal | | | | | |
| Successfully completing the company presentation | | | | | |
| Understanding the sales process (all of your offerings (other than selling to others)) | | | | | |

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“I was feeling really frustrated in sales when I met Melissa. Through her program I regained my confidence and started producing bigger sales results for the rest of the year. By the end of our fiscal year I was 133% of my annual quota/budget. I really believe this will take me to the next level.”

- Candy, Document Solutions Consultant

“Melissa's level of excellence sets a standard that we all are challenged to reach. I am very confident that anyone who works with Melissa on a project will walk away a changed person. Her insights and experience have proven to be extremely valuable to me and to my company.”

- Jason, Construction Management

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TOPICS COVERED

MAXIMIZING YOUR MINUTES

(Time & Territory Management)

Participants will learn the importance of planning and how these necessary steps can either catapult them in their career, or the lack of planning can destroy them. Participants will learn the importance of:

- Utilizing a planner/schedule.
- Developing a 30/60/90 forecast.
- Using the S.M.A.R.T. technique in setting goals.
- Understanding “time traps.”
- The benefits of using a database management (CRM) system.

UNDERSTANDING YOUR ASSESSMENT

- Understanding how you are wired.
- Discovering what priorities shape your sales experience.
- Identifying your sales strengths based on your wiring.
- Uncovering potential challenges you may have in sales.

PSYCHOLOGY OF BUYERS

- Awareness: 4 Different Buyer Styles.
- Identify: Behaviors.
- Understand: What each Buyers' priorities are.
- Personal Wiring: How your personal wiring plays into your relationships.
- Adapt & Relate: How to adapt to your customer/buyer, increase trust and build superior relationships.

FINDING IDEAL CLIENTS

(Effective Prospecting)

Participants will learn how to qualify prospects and build relationships with them. Participants will also:

- Learn how to effectively cold call & warm call for new business.
- Discuss talk tracks that work in today's economy.
- Identify what opportunities to look for & where to find leads.
- Understand how to fill a sales funnel with correct ratios of opportunities.
- Use a combination approach (phone, field, email, vm & social).
- Develop a strong Value Proposition.
- Understand what information needs to be gathered on a call.
- Learn how to decipher between an “ideal prospect” and a “poor prospect.”
- Learn how to set “qualified” appointments & move-forward commitments.
- Discuss how to build rapport with new clients and be a “farmer” with current clients.



THE POWER OF PRIORITIZATION

WHAT 116 MILLION SALES ACTIVITIES SHOW US ABOUT THE POWER OF PRIORITIZING YOUR PROSPECTS



Info by InsideSales.com

Melissa Whitaker International, LLC

| Tel: 847.845.4922 |

www.melissawhitakerintl.com | info@melissawhitakerintl.com



TOPICS COVERED CONTINUED

CONDUCTING EFFECTIVE 1ST DISCOVERY

(Effective Appointments)

- Learn the 7 Steps to conduct an effective appointment.
- Learn how to be a “business advancers” by asking strategic questions that will uncover needs and client pains.

RECOMMENDATIONS

(Winning Proposal Formats)

- Samples of proposals are given to participants.

STRATEGY WITH COMPETITION

- Exercises on understanding who your competitors are and what each one’s strength and weaknesses are.
- Understanding how to position your company for success against competition.

PARTNERSHIPS—CLOSING STYLES

Participants will learn how to recognize verbal & non-verbal buying signals from clients and how to respond to them using a variety of closing (partnering) techniques. Participants will also learn:

- Explore 10 closing techniques / styles

WHAT PARTICIPANTS WILL RECEIVE:

- Participants Sales Playbook Binder
- Comprehensive Templates & Real Life Tools
- MWI’s Sales Assessment DNA Guides
- Role Playing for immediate impact in Prospecting & Closing Deals
- Road Map Step by Step guides for Combination Approaches to Reaching Buyers in today’s Economy
- Psychology of the Buyer Decoder – Interaction Customer Mapping
- Strategic Appointment Plan & Toolkit
- Coaching by Melissa D. Whitaker & Team
- Copy of Melissa D. Whitaker’s Best Selling book “Beat the

SEEK TO UNDERSTAND

(Proactively Handling Objections)

Participants will learn how hearing client objections does not need to be a frustrating experience. Instead they should be roadmaps to guide us on better understanding of our client’s goals and how we can align our solutions to help them achieve them. Participants will also:

- Learn the 4 steps on handling concerns and objections.
- Discuss the typical industry objections and multiple ways of handling each one.
- Discuss the objection don’ts.

WHO SHOULD PARTICIPATE?

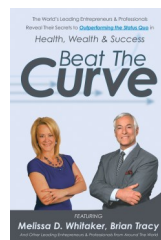
- SALES REPS
- VP/DIRECTORS/MANAGERS
- OWNERS / ENTREPRENEURS

HOW LONG IS THE INITIAL CLASS?

- 3 DAYS (*In Person*)
- OR 4 HOURS/PER DAY FOR 5 DAYS (*Live Virtual*)

HOW LONG ARE THE MONTHLY COACHING SESSIONS?

- 3 Hour Group Sessions per POD
- 30 Minutes—1 Hour Private 1 on 1 Sessions



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