TPS Sales Training Syllabus - 26 weeks

1 Mindset
2 Trusted Advisor
3 Working the Room
4 The First Touch Post Conference
5 Establishing Good PR (Phone Relationships)
6 Positioning Statements
7 The Email Touch
8 Qualifying the Prospect Part 1
9 Qualifying the Prospect Part 2
10 Trusted Advisor on the Phone
11 Trusted Advisor in Email: Do Me this Favor
12 Handling Objections
13 Sales Roles & Compensation
14 Cross Selling (Client + MSP)
15 Your Daily Routine is your Greatest Asset
16 Setting Expectations: Undersell and Overdeliver
17 Value Proposition
18 The Elevator Pitch
19 The Presentation: Elevate your Status
20 The Presentation: The Perfect Pitch
21 Emails that get Opened
22 Finding & Nurturing Leads using Social Media
23 Terms & Contracts in your Favor w/ Mark Zisholtz, Attorney
24 Post Sales Implementation & Service
25 Account Development
26 Recovery & Recap

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