



JASMINE SANDLER

AWARDED B2B SALES CONSULTANT | SOCIAL SALES AUTHOR
B2B SALES TRAINER | SOCIAL SALES TRAINER

www.jasminesandler.com

B2B Sales & Social Selling Training Programs

THE JASMINE SANDLER B2B SALES TRAINING PROGRAMS™ ARE SUGGESTED FULL DAY PROGRAMS. ALL 3 PROGRAMS CAN BE COMBINED FOR A COMPREHENSIVE FULL PROGRAM. ANY PROGRAM CAN BE CUSTOMIZED BY MIXING SECTIONS OF ANY OF THE (1) DAY PROGRAMS. OPTIONALLY, YOU CAN CHOOSE ANY 1/2 DAY PROGRAMS BY CHOOSING 2 SECTIONS OF ANY ONE PROGRAM.

Programs are intended for Groups of up to 25 Salespeople.

All Programs Include:

- Business Review and Current Sales Team/Process Review Meeting
- Attendee(s) and company pre assessment and analysis
- Training and materials development and delivery as well as archived
- LIVE Training
- Accountability follow up with attendees within 30 days of program delivery (90 Minutes)

Training Materials Include:

- Presentation Materials for each Section
- Exercise Worksheets
- Training Quizzes
- Training Summaries
- B2B Sales Action Plan E-book Leave Behinds by Jasmine Sandler for each attendee
- LinkedIn Sales Book by Jasmine Sandler for each attendee

COSTS

1. Full (3) Multi-Day Program – Full B2B Sales and Social Selling Training Program = \$30,000
2. One Day Training Program = \$10,000
3. Half-Day Training Program = \$5,000

Costs do not include travel, meal and hotel expenses. These must be paid separately for any training out of New York City.

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FULL DAY TRAINING PROGRAM 1

B2B Sales & Social Selling Positioning & Prospecting

I. POSITIONING YOUR COMPANY

Traditional Solution Selling

- Company attributes and assets
- Your Competitive Advantage
- Broadcast tools
- Disruption

Online Branding

- Understanding your online competition
- Online brand messaging
- Your online target audience habits
- Your website
- Positioning your Social Selling Team

II PROSPECTING AND QUALIFYING

Traditional B2B Selling

- The perfect customer
- Resources
- Research process
- Inbound vs. Outbound leads
- Tools

Online Selling

- Proper Channels
- Effective Online Lead Generation
- Preparing your Sales Team
- LinkedIn Marketing

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FULL DAY TRAINING PROGRAM 2

B2B Selling and Social Selling Approaches and Presentations

I APPROACH

Traditional B2B Selling

- Introduction methods (circle of influence)(educator)(authority)
- The ask
- Step by step “funnel of attraction”
- Discovery and assessment
- Mapping the buying process

Finding Your Target Online

- Writing for the Web
- Understanding Social Ecosystems
- Discovering Online Behaviors
- Understanding Traffic Drivers
- Awareness to Advocacy Online

II PRESENTATION

Traditional B2B Selling

- Presenting steps
- Formal vs. informal
- Buyer personas
- Perform the benefits

The Online Presentation

- Visual Asset Development
- Customer Content Funnel
- Ongoing Impressions
- Use of Proper Content Marketing to Engage

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FULL DAY TRAINING PROGRAM 3 Closing the Deal & Creating Long Term Clients

I CLOSING THE SALE

Traditional B2B Selling

- Trial close techniques
- Offers to match needs
- Discovering Week

Online Conversion

- Making Content Work for You
- Proper Conversion & Data Points
- Use of Analytics
- Making the Conversation Offline

II FOLLOW UP AND SET UP

Traditional B2B Selling

- Art of becoming a partner
- Setting stage for long term relationship
- Scraping for referrals
- Rewards

Your Best Online Influencer

- Making your online referral machine
- Long-term content and digital programs
- Becoming the only online resource
- Gaining top online position

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TERMS AND CONDITIONS OF PROGRAMS

PAYMENT TERMS:

50% deposit required to arrange and confirm any sales training upon signature of Sales Training Agreement. 50% balance due day of training. No exceptions.

ACCEPTED PAYMENT TYPES:

Bank Transfer or Wire, Company Credit Card and certified e-check (add 3% fee), PayPal (add 2.9% fee). No exceptions.

PROGRAM TIME:

Minimum of delivery within 1 week of deposit receipt. Training must be confirmed with a deposit and by Reservation of the training date, time and location at least 1 week in advance. If the training date needs to be moved, proper notification is required with a minimum of 48 hours' notice if local, 3 days if regional, 1 week if national and 2 weeks if international. Jasmine Sandler is based in New York, NY.

NEXT STEPS

All work is delivered by Jasmine Sandler, lead Digital Marketing Consultant and CEO of Agent-cy Online Marketing. This program is a trademarked service of Agent-cy Online Marketing, Inc.

To move forward with this entire program or a piece of the program, send a service request e-mail to jsandler@agent-cy.com with your specific training package interest.

From there, a date for the program will be confirmed, a formal and detailed Statement of Work and agreement will be supplied for signature via Echo sign (no exceptions) and deposit payment will be accepted.

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