

Mastering the SME Sale™

SUPPORT FOR THOSE IN SELLER/DOER ROLES

Business Challenge

With rising customer demands, and more technical solutions dominating the B2B landscape, business has entered into *The Era of the "SME Sale."* Instead of fielding dedicated sales teams, professional services firms in finance, consulting, engineering and accounting are relying on their subject-matter experts, project managers, or senior consultants to identify and close opportunities for new work. While this level of expertise and trust is critical to closing high stakes sales, selling is often at odds with "the work." The problem? To do it well, you need a mindset shift from being purely technical to being customer-centric and persuasive. You also need TIME.

The Focus

Mastering the SME Sale™ develops the critical attitudes, skills, and tactics to help those in seller/doer roles engage in a defined sales process. Participants are provided with the right behaviors, actions and helpful hacks to execute at each step. Participants will learn to prioritize their opportunities and execute an outreach process designed to net more meetings and master critical prospect interactions. The program also provides time and energy management techniques to create the proper cadence to sustain a dedicated business development effort.

Key Content

- Busting selling myths to view selling as a strategic and cerebral activity
- Leveraging sales process, messaging and time management to execute a sales plan
- Setting a daily and weekly cadence for outreach, nurturing and follow-up
- Mastering three critical interactions: Coffee Talk, Discovery and Closing
- Sustaining business relationships over time

Outcomes

By participating in **Mastering the SME Sale™** participants will learn to:

- Credibly execute a sales plan and cultivate a list of segmented prospects
- Conduct persona-specific outreach plans across all media
- Cultivate referral sources and professional networks
- Design conversations with prospects with high gain, open ended questions
- Arrive at a point in conversation to make intelligent recommendations
- Foster future business by delivering flawlessly and demonstrating value in the relationship ongoing



WHO WILL BENEFIT

Mastering the SME Sale™ is for account professionals in Insurance with the opportunity to make business building recommendations to existing clients.

DELIVERY

Delivered in a 1-day live or 4-hour two session virtual format. Comes with BWST's famous post training pipeline coaching.

ABOUT

Founded in 2001, Bill Walton Sales Training (BWST) is a Sales and Value Creation training company dedicated to helping Business Developers balance selling with their SME role. The firm blends sales training, value proposition tools, and live opportunity coaching to help teams achieve results their clients can measure and feel. Based in Princeton, NJ, BWST serves clients in the Fortune 500.