

## Just Add Water™ Sales Training Programs Designed by Bill Walton

**The pandemic taught us one thing - don't be bound by time.** Bill Walton Sales Training provides a suite of validated sales learning programs that can be delivered in person or virtually in 90 minutes.

- 87% of sales training is forgotten in four weeks. Why? Too much theory.
- High performing sales people want crisp, meaningful engagement with behaviorally relevant training content delivered in digestible chunks.
- Salespeople should be able to apply their learning immediately in ways proven to achieve results.



## What others are saying...

- *Finally, a business training seminar about what I'm experiencing. THANK YOU!!!*
- *Extremely timely content as I'm completing my self-evaluation and setting personal and professional goals for 2025*
- *This was so interesting! I have taken time management courses before, but Bill presented a totally new way to look at things. Thank you!!*
- *This was a great webinar. Loved the topic which is part of all of our days work in sales. Thank you!*
- *Bill's training is so down to earth and easy to absorb. Bill presents the facts and the best way to approach opportunity.*
- *Bill's dynamic coaching style and innovative approach to sales development are incredibly valuable.*

## A library of ready-to-go programs to support your 2025 sales goals

### High Impact Sales Development

#### Building and Advancing a Sales Pipeline

- Understanding close ratios and pipeline velocity
- Developing lead and prospect conversion strategies
- Calculating activity levels to make quota
- Lead nurturing and prospect prioritization

#### Telling Your Story - Elevator Pitches and More

- Creating elevator pitches for email and phone
- Crafting value propositions and reasons to meet
- Developing conversation starters
- Articulating why other clients chose to work with you

#### Sales for Non Salespeople™

- Building a value creation mindset toward selling
- Busting the myth of the used car salesperson
- Utilizing questioning and dialog to recommend ideas
- Crafting messaging for asking clients for the business

#### Unsticking the Stalled Sale

- Understanding decision making paradigms
- Analyzing key inflection points in the sales process
- Deploying SMEs, leadership and data to close sales
- Assuring both parties they have been diligent

#### Cultivating Referrals through COIs

- Understanding that referrals is a "giving" game
- Determining who's right for your business
- Earning the right to meet
- Feeding COI relationships over time

### Personal Productivity

#### Energy is the New "Time"

- Focusing on energy management v. time management
- Creating a roadmap for vitality, creativity and engagement
- Harnessing your energy to make client connections
- Time and energy planning to maximize productivity

#### The 90-Day Dash™ - Self Managed Team Selling Program

- Planning for personal and individual sales execution
- Segmenting leads, reaching and engaging prospects
- Aligning your sales efforts in 90-day increments
- Fostering accountability - two check in calls post program

#### Selling on LinkedIn

- Creating engaging profiles and personal brands
- Asking for connections and building engagement
- Developing a personal content strategy
- Earning the right to meet

#### The Competitive Edge - Personal Goal Setting Workshop

- Setting your BHAG-Big Humongous and Audacious Goal
- Articulating long-term, nearly impossible goals
- Anchoring the KPIs to support goal achievement
- Eliminating the obstacles and tolerations in your way

#### Turning Personal Contacts into Business Relationships

- Identifying stakeholders willing to help
- Credible approach strategies that preserve relationships
- Knowing when and where to ask
- Making the request

## Sampling of Clients



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