

Achieving Results by Personalizing Your Sales Approach

GoSkills online course syllabus

Skill level

Beginner

Lessons

18

Pre-requisites

No prior experience needed

Video duration

56m

Estimated study time

56m 40s

Instructor

Luis Baez

Introduction

1 How to achieve results

When it comes to sales and the art of selling, personalization is your secret weapon.

Personalization Basics

2 Target audience

Many sales professionals that can benefit from using the personalization approach to selling.

3 Effectiveness of personalization

There are several strategies and methods for B2B relationship-building and sales.

4 Tools for implementation

When it comes to enabling sales for a business, it's important to balance marketing efforts with high-leverage sales activities, including different tools that increase your effectiveness.

Consciously Qualifying Leads

5 Why qualification matters

In order to make the best use of time and resources, sales professionals need only the most qualified prospects.

6 Personalizing your inbound experience

The most qualified leads for businesses are inbound.

7 Customizing your outbound efforts

One of the most difficult tasks for sales professionals is outbound prospecting, since you have to stand out and inspire trust with the client.

8

Personalizing your invitation

After making the effort to consciously engage and nurture relationships with qualified prospects, you'll want to progress the sales opportunity by tactfully inviting the prospect to a conversation with you.

Delightful Discovery

9

Importance of discovery

Once you've made an authentic connection with your prospect, you'll want to invite them to a conversation in order to assess fit.

10

Preparing for the call

Making real connections with qualified prospects is difficult, which is why you want to make every effort to ensure attendance for the discovery call.

11

Confirming next steps

If there is alignment during a discovery call and an opportunity to take next steps or continue the conversation, you'll want to make every effort to sustain the prospect's interest.

Friendly Follow Ups

12

Staying in touch

It's very likely that your prospect is considering other products or services, which is why it's important to be collaborative and memorable beyond the discovery call.

13

Sustaining interest

Most prospects make their buying decision within the 24-72 hours after a discovery call, and will likely have questions or need inspiration beforehand.

Compassionately Closing

14

Closing done right

A prospect's anxiety is at its highest peak during the closing process of a sale or collaboration, so it's imperative that you approach this with tact and compassion.

15

Video as a closing tactic

When you leverage video and audio experiences during your closing process, you'll ultimately come across as more confident and trustworthy.

Seamless Onboarding

16 Success after the sale

The sale is not over after a transaction is made or a deal is signed, which is why it's important to thoughtfully and seamlessly onboard your new customer and avoid any buyers remorse.

17 Creating customized onboarding

Once the deal is done, you'll want to ensure your prospect has their questions answered and feels empowered to get started using your product or service.

Conclusion

18 Time to personalize

Thanks for watching this course!

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