

Sales program - In person or virtual

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SELL FEARLESS

Avoidance has a price. You're already paying it.

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AGENDA

- The problem
- This program is for your organization if...
- What you'll leave with
- What we cover across the sessions
- How it works
- Meet the team
- Two perspectives. One program
- In numbers
- What people say
- Logistics
- Common questions
- Getting started is simple
- Ready to sell fearlessly?

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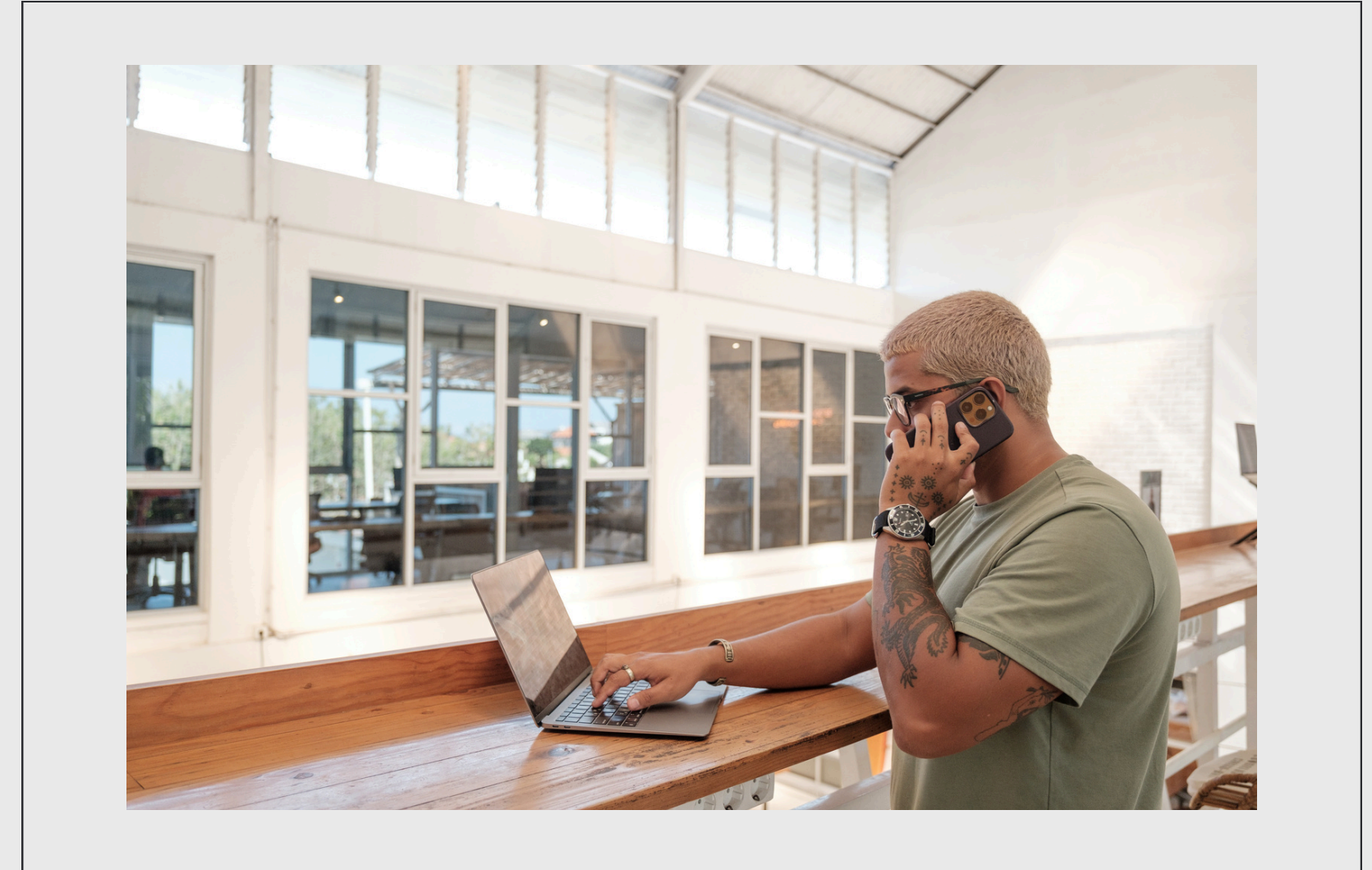
THE PROBLEM

Deals not closed. Rooms not owned. Growth not realized.

You struggle to get your teams to pick up the phone. You lack ownership outside the sales team for client experience and revenue generation. You've tried to address these problems by tracking outgoing calls or rewarding positive client feedback. It helps for a while and then things slip again.

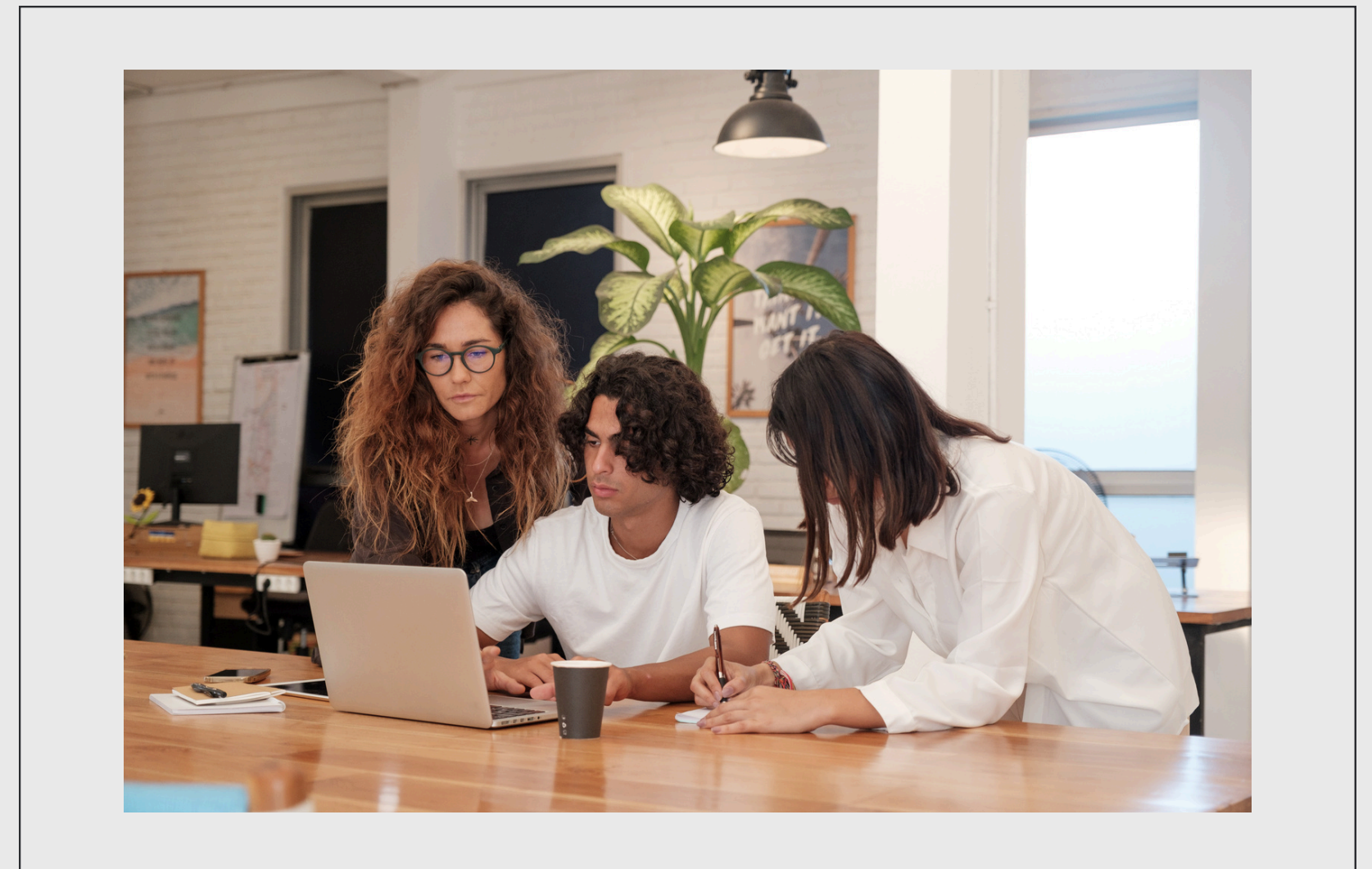
So what if you addressed the root cause of these problems: that your teams are afraid to sell? That they find sales intimidating and sleazy?

That is what this program does. This program will get your team picking up the phone, not by force, but through mindset. This program will get all of the actors who touch the client to actively engage in and contribute to the sales process. The result will be a team that prospects with confidence, follows up without hesitation, and closes without compromising themselves, their team or their organization.



THIS PROGRAM IS FOR YOUR ORGANIZATION IF...

- You are a small business with a proven product-market fit and want to grow fast(er)
- You have teams of experts like product managers, consultants, lawyers, financial advisors, developers or account managers who work with clients but don't own the sale. Yet.
- Your salespeople spend their time pitching and are ready to learn a better way.



WHAT YOU'LL LEAVE WITH

Individual growth. Team growth. Business growth.



Mindset

Release the limiting beliefs that make selling uncomfortable and replace them with fresh perspectives and new empowerment

Strengths

Know exactly how to build a sales style around your natural strengths and how to leverage your team's natural strengths

Skills

Lead qualification, pitching, objection handling, closing and so much more

Confidence

Walk into any sales conversation feeling well-equipped, authentic, and comfortable

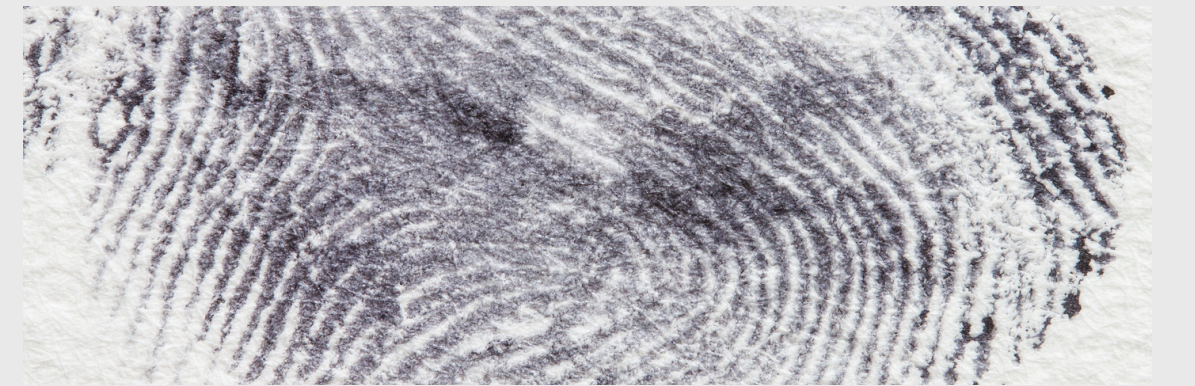
WHAT WE COVER ACROSS THE SESSIONS

Comprised of six two-hour modules, the training can be taken over two consecutive days or as a six- to 12-week program

<i>Module 1</i> Sales 101	<i>Module 2</i> Perspectives	<i>Module 3</i> Saboteurs	<i>Module 4</i> Inner Compass	<i>Module 5</i> Strengths & Authenticity	<i>Module 6</i> Bringing it together
<ul style="list-style-type: none">• Sales theory and tactics are taught through experiential learning. Discern between push and pull sales, the stages of the customer journey, and put proven sales strategies to the test.	<ul style="list-style-type: none">• When you think about sales, what comes up for you? Is it the sleazy car salesman or the overly flattering shopkeeper? Discover how your perspective may be holding you back, and choose a new one.	<ul style="list-style-type: none">• What does your inner voice say about you when you're selling? Perhaps that you're not good enough and you're going to be rejected? Reveal how that voice is holding you back.	<ul style="list-style-type: none">• Instead of that critical inner voice, imagine what would be different if you could listen to a wise, encouraging, and self-accepting inner voice instead. We'll help you make contact.	<ul style="list-style-type: none">• Unlock your authentic sales style by exploring your signature strengths and bringing them to the forefront of your sales process.	<ul style="list-style-type: none">• Observe what happens when sales know-how, empowered perspectives, positive internal talk, and signature strengths combine together. Selling better and happier. That's what.
<ul style="list-style-type: none">• Skills: Consultative selling, ABC	<ul style="list-style-type: none">• Skills: Lead generation	<ul style="list-style-type: none">• Skills: Objection handling, negotiation	<ul style="list-style-type: none">• Skills: Sales Tactics	<ul style="list-style-type: none">• Skills: Post-sale relationship	<ul style="list-style-type: none">• Skills: Closing

HOW IT WORKS

Built for doing. Not just listening.



Interactive & Experiential

Role plays, coaching demonstrations, partner work, and group discussions that surface your patterns and put your learning into practice.

Informative & Practical

Proven sales strategies practiced in the context of your situation. Gain a better understanding of your colleagues and learn to sell like a team.

Transformative

Identify and dismantle your limiting beliefs about selling and choose empowered thought patterns.

Personalized

Assess your strengths and define a sales style that is authentically yours.

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MEET THE TEAM



Executive Coach

Hayley Rosenlund

Hayley has spent over a decade working in sales and leadership across London and Paris, most notably as Head of Investment Grade Credit Sales EMEA for RBC Capital Markets. As an Executive Coach, she works with finance professionals to build the success they envision, personally and professionally.



*Strategic Advisor /
Coach for Entrepreneurs*

David Saris

David is a certified coach, strategic advisor and seasoned sales leader who empowers entrepreneurs to accelerate growth, leveraging his experience as the founder of g-company, an award-winning Google Cloud Partner.

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TWO PERSPECTIVES. ONE PROGRAM.



David and Hayley met in the Co-Active Training Institute's coach certification program. They connected over their distinct yet shared history with sales. Hayley had initially felt very uncomfortable with sales. She assumed that she was not extroverted enough to be a top salesperson. She worried that she was annoying her clients and not adding real value.

David felt similarly. His parents came from an academic background and taught him that sales and marketing were dishonest, and that people who worked in these fields were not to be trusted.

Both Hayley and David saw these beliefs show up wherever they looked: in their clients, in their peers, and in their former selves. They knew they had something to offer. They had both overcome the limiting beliefs that had held them back. In Hayley's case, helping her rise to lead sales teams of 20+ and nine-figure budgets at the age of 33. In David's case, enabling him to build g-company, a business that generated tens of millions in revenue, employed more than 70 consultants and won the Google Cloud Partner of the Year Award four times in a row

With David and Hayley as your facilitators, you get real-world sales experience in large organizations and small, in finance and tech, in B2B and B2C. From Hayley you get energy, flow, warmth and safety. From David, you get deep insight, support, cohesion and raw feedback.

IN NUMBERS

94%

of participants rated this program 8 or higher out of ten

88%

of participants expect to feel improved sales confidence as a result of the program

94%

of participants would recommend this program to a colleague or friend (answered 8 or higher out of ten)

Companies to experience our program: WebElephant, Scale-Up Leadership, and Fair Capital Partners

What makes us different?

In contrast to classic sales trainings that focus on the “how to” of selling, this program will introduce your team to proven sales techniques and best practices, while also addressing the underlying mental blocks that stop them from selling and cost you money. They will walk away with a renewed mindset, a sustainable and authentic style, and an improved group dynamic. This is where group coaching meets sales training.

WHAT PEOPLE SAY

"Hayley and David's program shifted my mindset around sales in a way I didn't expect. I moved from resistance to genuine excitement, and I left with actionable frameworks I could put to use right away. Practicing the tools together made the concepts stick. Their complementary styles and deep experience make the workshop both engaging and transformative. I recommend it wholeheartedly!"

Vishal Jodhani, Bain & Co., Associate Partner, Strategy and Transformation

"Positive results from the sales training. [Our] marketeers are using it in client conversations and are booking results...People are so enthusiastic about the training that the ones who were not there feel left out."

Kasper Siemons, CEO, WebElephant

"Best sales training I've had. It surpassed classic sales subjects/methods and provided more personal insight in how we individually approach sales and how to use your personal strengths and weaknesses."

"It was very helpful, especially on a personal level...In addition, I really think that it can give non-sales people a completely different perspective on the profession and how you can make customer conversations more enjoyable for yourself."

"Really pleased we worked with you. Learned a lot from the theory, from your experience and approach and loved the team dynamics it created. Also outside of the training sessions."

Anonymous feedback, program participants

LOGISTICS

Get your whole team selling. Through confidence, not pressure.

Full Day

Two eight-hour days (including breaks), in-person or online

Half Day

Four three-hour days, virtual

Sessions

Two-hour sessions delivered weekly or bi-weekly for a six- to 12-week program. Virtual.

Delivery

In-person or online? Your choice.

We facilitate online using Google Meets, or your company's preferred technology (Teams, Zoom, etc.).

For in-person events, we host at your company's premises and bill travel at cost.

Other Information

Group size: 6-15 participants.

Tailoring: Content adapted to your sector, product and team.

Upgrades: Individual coaching for team members and/or consulting on your sales strategy.

Pricing

From EUR 5,000 for virtual, session-based delivery.

Contact us for a proposal tailored to your needs.

COMMON QUESTIONS

You might be wondering...

Q: We've done sales training before. How will this be different?

A: Other sales trainings focus on textbook sales techniques. But if sales could be learned from a book, wouldn't be all be great at it by now? Sales is about so much more than methodologies, buyer psychology, and tactics. Sales starts with the salesperson. Our program addresses the root cause of sales resistance and teaches your team to leverage their natural strengths to build a unique and authentic sales style.

Q: Is this program suitable for people who are not in sales roles?

A: Absolutely. This program is a natural fit for people who are not in sales roles but who engage directly with clients and therefore could be influencing the sales process with just a few tools in their toolkit and the right mindset.

Q: How quickly will we see results?

A: No guarantees, but based on the feedback we have received from former participants, your team will be taking a different approach to sales from the first two hours of the program.

Q: Can the content be tailored to our industry?

A: Absolutely, we will never ask you to sell us a pen (unless you're in the pen business). We have delivered this content to consultants, fractional employees, coaches, facilitators, investors and web-developers. Every session offers the opportunity to practice selling your own business in a low-stakes learning environment. .

GETTING STARTED IS SIMPLE

- 1**
Reach out
Email us to schedule an initial conversation
- 2**
Discovery Call
30 minutes to understand your situation and see if there's a fit
- 3**
Proposal
We'll send you a full proposal within 48 hours
- 4**
Schedule
Secure your spot. We only run a certain number of programs simultaneously.

READY TO SELL FEARLESSLY?

Get in touch to schedule a discovery call

"The Aligned Sales workshop was so incredibly valuable! Hayley and David bring a wealth of experience, infusing the course with their tactical tips and nuanced insights. I left with new confidence that I gained from the ideas and marketing theory which gave me both language for ways I was already working, and new strategies for ways I had not considered. Even more influential to the sales confidence I gained was the attention paid to the "inner game" of the salesperson. David and Hayley skillfully created a learning space where new levels of awareness could surface and new more empowered ways of embracing the process of sales could land. I highly recommend!"

Courtnae Dunn, Peace Leadership Specialist/Process Facilitator

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