

REVENUESTORMING™ WORKSHOP

UP YOUR GAME & YOUR WIN RATES

RevenueStorming is our flagship sales training workshop. This dynamic and interactive workshop is designed to help salespeople create demand, differentiate themselves from the competition, and win more.

Participants will gain valuable insights into creating a compelling value message for targeted buying personas, navigating the client's political landscape to build the right relationships, plus creating and executing a winning competitive strategy.

During RevenueStorming, participants will work on two of their own sales opportunities: 1) a new opportunity they want to start, and 2) a current competitive opportunity that is important for them to win.



★ AUDIENCE



Sales Teams



Account Managers &
Strategic Account Managers



Front-line
Sales Leadership



Business Development
Executives

★ HIGHLIGHTS

CHALLENGES

- Lower win rates and revenue growth than desired.
- Lack of differentiation from the competition.
- Too many people missing sales quotas / forecasts.
- Overly reliant on RFPs and existing clients.
- Too few supportive executive client contacts.
- Lack of consistent sales process or methodology.

PROGRAM OBJECTIVES

- Improve qualification of sales opportunities to better prioritize team focus.
- Create compelling value messages that ignite buying interest.
- Learn how to expand client relationships higher and wider in accounts
- Evaluate and improve the probability of winning sales pursuits.
- Learn to make sales presentations an engaging, collaborative discussion.

BUSINESS OUTCOMES

- Improved win rates and average opportunity size.
- Improved sales pipeline size and quality.
- Gained a Go-to-Market Strategy and Demand Creation mindset.
- Expanded and improved executive business relationships.
- Insight to maneuver the client's political landscape to beat the competition.
- A proven sales methodology and toolset that builds new desired habits.

☆ WORKSHOP DESIGN

RevenueStorming is an interactive workshop designed to transform salespeople, enabling them to sell differently with the latest science-based methodology and toolset.

Through a combination of group and personal work, along with our sales coaches' guidance, participants will receive hands-on training to improve both a current and new sales opportunity, putting their new knowledge into practice right away. Thus, the time is spent working on real sales pursuits.

The workshop is followed by virtual one-on-one coaching with an experienced Revenue Storm coach. During these structured calls, salespeople receive coaching on how to advance their most important sales opportunity, reinforcing the learning from the workshop.

AREAS OF FOCUS

- Executing a Go-to-Market Strategy
- Targeting the Right People
- Creating Demand
- Crafting Compelling Value Messages
- Navigating the Political Landscape
- Building Supportive Relationships
- Planning a Competitive Strategy
- Closing Opportunities

DELIVERY METHODS

- 3-day In-Person Workshop or Fully Virtual Workshop with Three 3.5-hour group sessions and a 90-minute kickoff

FINAL DELIVERABLES

- Value Vision for a new sales opportunity
- Relationship Expansion Plan for an important, current sales opportunity
- Science-based probability for winning their current sales opportunity
- Encounter Plan for an upcoming sales meeting

TOOLS UTILIZED

- Qualifier™ App/Tool
- Relationship Barometer™ App/Tool
- Pursuit Profiler™ App/Tool
- Value Message Template
- 7 Part™ Story Tool
- Competitive Win Plan™ App/Tool
- Encounter Plan™ Template

**Apps are native to Salesforce and are on the AppExchange*

PARTICIPANTS WILL RECEIVE A YEAR OF REINFORCEMENT AND EXPANSION OF LEARNING WITH SALES THOUGHT LEADERSHIP WEBINARS AND CHALLENGES.

“

This was a very instructive and eye-opening course. Very helpful in how to support our clients and our internal sales partners. I hope we can have more classes with Revenue Storm to enhance and reinforce our selling capabilities.”

EXECUTIVE

Global Freight & Logistics Services

☆ BADGE



Participants who pass the knowledge test for RevenueStorming will earn a certification badge. They can share this badge on their social channels and add it to their email signatures.