*M.O.S.T. (Multimedia Ongoing Skills Training) Topics*

* Actions vs. Words
* Appointment Making - (Farmers) Penetrating Existing Accounts
* Appointment Making - (Hunters) New Business Part I - Developing a Calling Approach
* Appointment Making - (Hunters) New Business Part II - Handling Objections Over the Phone
* Closing
* Creating a Prospecting Persona
* Demonstrating vs. Presenting
* First Meeting - Structure (4 C's)
* Forecasting Sales
* Handing Off New Accounts to the Service Team
* How to Approach Each Call
* How to be your own coach #1: Goal Setting
* How to be your own coach #2: Uncovering Next Steps
* How to be your own coach #3: What are we willing to do?
* How to be your own coach #4: How do we know we're on Track
* How to be your own coach #5: Deadlines
* How to Write Effective Emails
* Inbound Telesales: From Hello to Suggestion
* Inbound Telesales: Improving Results
* Inbound Telesales: Inbound Selling: How to Open a Call
* Inbound Telesales: Learning from Previous Calls
* Inbound Telesales: Qualifying & Interviewing Strategies
* Inbound Telesales: Time Management
* Inspecting Your Work - Sales Ratios
* Interviewing
* Interviewing: Asking Obvious Questions
* Lead Generation
* Leading the Sale
* Networking
* Next Step Strategies
* Objection Handling
* Openings
* Phone Prospecting: Guiding Principles
* Phone Prospecting: Long Term Benefits
* Phone Prospecting: Strategic Mindset
* Positioning Yourself against the Competition
* Pre-Meeting Strategies (Pre-call planning procedures)
* Preparing for First Appointment - General Preparation (Answering 4 Questions about Your Offering)
* Presenting - Small Group & Committee
* Presenting Your Proposal over the Phone
* Professional Inbound Telesales
* Professional Telesales
* Prospect Management: How to Manage Your Pipeline
* Prospect Management: Optimizing First Appointments
* Prospecting - Combining Phone and Email
* Prospecting for New Business
* Prospecting within Existing Accounts
* Qualifying
* Sales Cycle
* Sales Negotiating
* Securing a Next Scheduled Step
* Selling by Video Conference
* Selling with Technical Experts
* Suggesting Next Step Options
* Territory Management
* Time Management
* Understanding Your Sales Cycle
* Verifying Information
* What is selling?

***\*\*New topics are added monthly.***

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