

# Sellers' Compass™ Training: Content That Converts

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**How would revenue grow if you knew how content influenced buyer decisions?**

**If you knew exactly what content customers valued, would marketing change?**

**How would sales cycles shorten if you knew what content to offer, when?**

**“The Sellers’  
Compass™ is so  
powerful, I have  
aligned my marketing,  
sales and support  
teams to  
this approach to build  
more enduring and  
profitable customer  
relationships.”**

Chief Revenue Officer,  
*Appcelerator*

In this fast-paced, hands-on training, you will learn how to develop a content strategy that increases your B2B sales team’s number of ‘at bats’ and close rates as well as how to build early preference for your brand. From our work with Fortune 1000 customers understanding what and how content accelerates sales cycles and how influences purchase decisions, coupled with tools from the Sellers’ Compass™, in this course you’ll learn:

- **Content that accelerates customers through their decision processes** and how to use customer decision tollgates to define a strategy that converts.
- **Tools by working with your own or a real-world case study** in group and individual exercises.
- **How to develop a content plan that doesn’t overwhelm resources** by learning how to create content that customers value, seek, and trust.
- **How to measure content’s impact on lead conversion** and what metrics measure lead velocity and brand preference.
- **Get to buy-in from the rest of your organization** and how to coach Sales on what content to offer and when.

**Included in each participant’s course registration fee is 4 hours of check-ins and learning application coaching for 45 days following the completion of the course.**

# Sellers' Compass™ Training: **Content That Converts**

## What Will I Learn?

<b>Morning</b>
The Five – Whys of Content
Introduction to Sellers' Compass: Your Decoder Ring
How Content Drives Customers' Decision Journey
What Analytics Tell You About Content Effectiveness
<b>Afternoon</b>
How to Build Trusted Content
Using Tollgating to Drive Conversion
Content ROI
Organizational Buy-in

**“New Business Strategies has a laser focus on helping businesses understand how their customers buy. The work I've been fortunate enough to do with them has had tremendous business impact and measurably improved marketing results from lead to close.”**

VP Marketing,  
*Mashery*

## Who Should Attend?

Content Creators  
 Content Marketing  
 Digital Marketing  
 Community Managers

Field Marketing  
 Customer Satisfaction / Loyalty  
 Demand Generation  
 Customer Marketing

## What Is the ROI from this course?

At the conclusion of the course and from ongoing use of what you've learned, you'll be able to:

- How to increase the effectiveness of content by 50+%.
- Develop content that converts from customer decision journeys.
- Determine what content to offer to whom and when that accelerates lead velocity by 2x

## What is the price?

Our public in-person courses are **\$795 per person** / per course.

## Discounts:

- If three or more people from the same organization register for a course, each will receive a \$150 discount per course.
- If you register for multiple courses during the same event, you will receive a \$100 discount per course.



We Listen. | We Craft. | We Deliver.

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**“New Business Strategies truly understands the customer-centric model way of doing business and helps organizations make the transition from product-centric roots.”**

Jesse Hopps, CEO  
*Demand Metric*

**For Training FAQs:** <http://www.newbizs.com/consulting-services/sellers-compass-training-faqs/>

**Upon completion of this course you'll receive a certificate.** Complete all three courses of the Journey Curriculum and you'll become certified in the Sellers' Compass – Journey Stage methods.

Each course participant is automatically enrolled in the Sellers' Compass Alumni Club, a private community. Membership includes access to non-public webinars, tools, networking works, and discounts on future courses.

**Interested in a customized on-site version of this course for your organization?**

Please contact us at 415 309 7017 or at [training@newbizs.com](mailto:training@newbizs.com)

## How to Register?

Contact us at [training@newbizs.com](mailto:training@newbizs.com) or 415.309.7017

## New Business Strategies

415.309.7017  
[www.newbizs.com](http://www.newbizs.com)

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## About New Business Strategies

New Business Strategies helps companies turn customer engagement into their biggest sales and brand differentiator. Our Sellers' Compass tools and services layout practical and measurable paths to knowing your buyer, taking the guesswork out of how to market and sell to them as well as how to align your people, processes, technology to meet their expectations. Based in Silicon Valley, CA, and Fort Lauderdale, FL, we have a proven track record and the tools to that help companies accelerate their growth and ROI rates as well as achieve higher customer loyalty rates.

To learn more visit us at [www.newbizs.com](http://www.newbizs.com) or connect with us at +1 415.309.7017