



# SOAR<sup>2.0</sup> TRAINING OPTIONS

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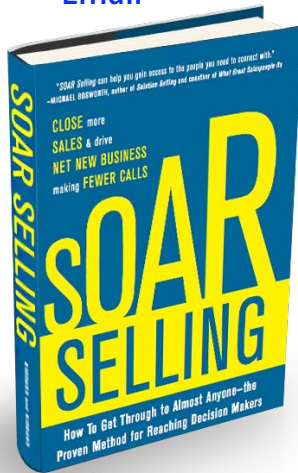
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# SALES TRAINING

## HOW TO GET IN

- Telephone
- LinkedIn
- Email

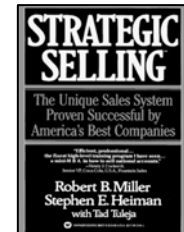
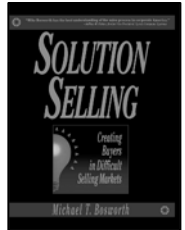
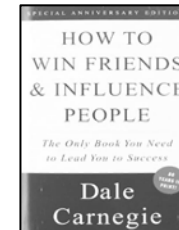


HOW TO MAKE STRATEGIC  
CONTACT WITH A DECISION MAKER



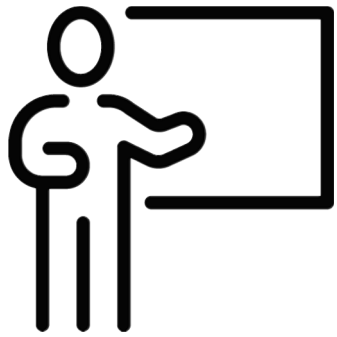
## ONCE YOU ARE IN

- Qualify The Opportunity
- Recommend Your Solution
- Close: Objections | Negotiating





## HOW WE TRAIN



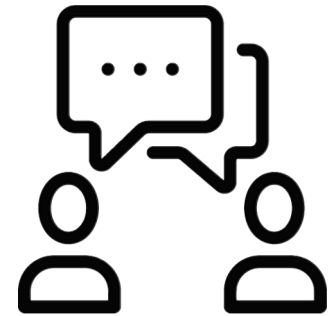
Live,  
In-Person



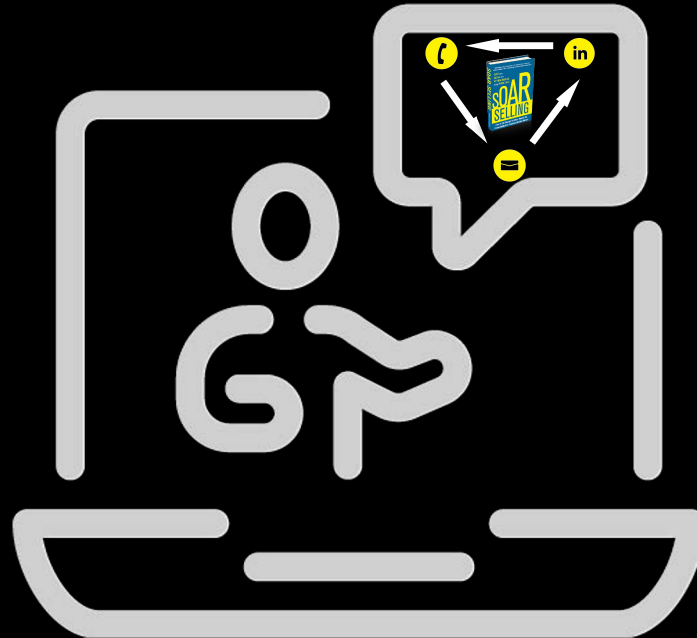
Live,  
Virtual



Online  
E-Learning



Train-  
The-Trainer



SOAR<sup>2.0</sup>

LIVE VIRTUAL TRAINING

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# LIVE VIRTUAL COURSES

<u>COURSE</u>	<u>DURATION</u>	<u>PARTICIPANTS</u>	<u>INVESTMENT</u>
How To Actually Make Contact with a Decision Maker By Telephone	90-Minutes	Up to 50	\$1,875.00
Value Statement Creation Overcoming Resistance	90-Minutes	Up to 50	\$1,875.00
<b>LIVE DIALS</b> Participants call real prospects using SOAR during this course	60-Minutes Each	Up to 4 (Unlimited Observers)	\$1,250.00
Connecting & Communicating with a Decision Maker by LinkedIn and Email	90-Minutes	Up to 50	\$1,875.00
Your Intention Matters (Mindset)	90 Minutes	Up to 50	\$1,875.00

## NOTES

1. Pricing: USD
2. Content: All courses are offered A-La-Carte
3. Materials: Each Participant is provided with a set of SOAR Coaching Cards (PDF)



# SOAR<sup>2.0</sup> LIVE VIRTUAL TRAINING

## SESSION 1

How To Make Contact With A Decision Maker by Telephone  
(up to 50 Participants per Session)

### Content:

- Asking for the Decision Maker with Confidence
- Response to “Who is Calling?”
- Responses to Receptionist Resistance such as:
  - “What’s it Regarding?”
  - “Expecting Your Call?”
- How to Make Contact despite Voicemail
- How to Engage an Executive Assistant Effectively

## SESSION 2

Value Statement Creation  
Overcoming Resistance  
(up to 50 Participants per Session)

### Content:

- Traditional Sources of Competitive Advantage
- Value Statement Components
- Your Value Proposition
  - Formulas
  - Research Support
- Qualify a “Send Me Something” Request
- Leave an Effective Voicemail Message

## SESSION 3

**LIVE  
DIALS**

(2-4 Participants per 60-Minute Session)

### Content:

- Facilitator Lead Dials
- Participants make Real Phone Calls into Real Companies (1 at a time)
- Feedback / Coaching provided per live dial attempt





# SOAR<sup>2.0</sup> LIVE VIRTUAL TRAINING

## SESSION 4 LINKEDIN & EMAIL Workshop

### Content:

- Your Social Selling Index (SSI)
- How To Connect with a Decision Maker Through LinkedIn
- Messaging Best Practices
- How to incorporate VIDEO
- Creation of Actual Messages to Use



## SESSION 5 YOUR INTENTION MATTERS (Mindset)

### Content:

- Achieving a Top 20%+ Result starts with Mindset

### Notes:

- Mindset and intention are the foundation to living a life of choice.







SOAR<sup>2.0</sup>  
ONLINE

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# SOAR<sup>2.0</sup> ONLINE



## NOTES

1. Investment: Starting @ \$149.00 per License
2. License Term: 12-Months
3. Platform: LMS (Self Paced E-Learning)

## COURSES

### Telephone

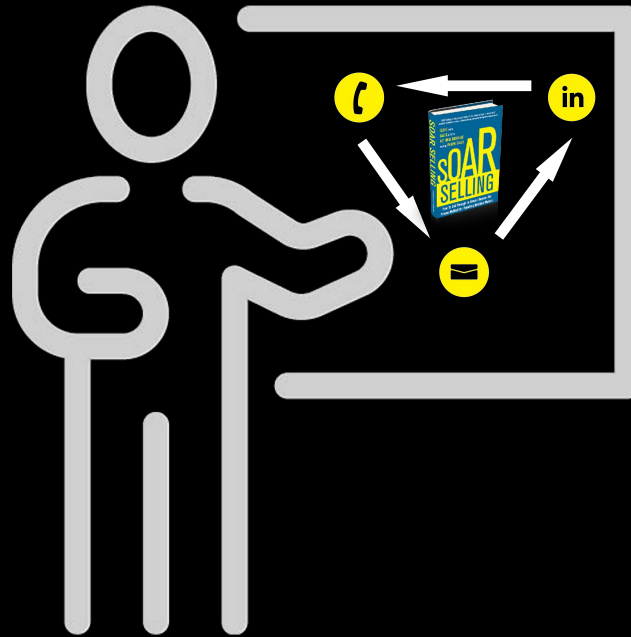
1. How To Make Contact by Telephone
2. Value Statement Creation
3. Overcoming Resistance

### LinkedIn & Email

1. Your SSI (Social Selling Index)
2. Connecting With A Decision Maker
3. Messaging – Best Practices
4. Messaging – Talk Track Examples

### Your Intention Matters

1. The Power of Intention
2. How To Achieve a Top 20% Result



SOAR<sup>2.0</sup>

LIVE IN-PERSON



# SOAR<sup>2.0</sup> LIVE IN-PERSON FACILITATION

## DAY 1 - AGENDA

### **CONTACT WITH A DECISION MAKER**

- a) How to ask for the Decision Maker
- b) Overcome Receptionist Resistance
- c) How to make contact despite voicemail
- d) Engaging an Executive Assistant

### **CREATING VALUE TO WIN**

- a) Traditional Sources of Competitive Advantage
- b) Value Statement Workshop

### **OVERCOMING RESISTANCE**

- a) Qualify a "Send Me Something" Request
- b) Convert a "Send Me Something" into a Meeting
- c) Leave an Effective Voicemail Message

## DAY 2 - AGENDA **MINDSET**



- a) How to shift to a powerful sales Mindset
- b) What are your motivators?
- c) Do you believe your call/email is important?

### **LIVE DIALS!!**

- a) One Participant at a time
- b) Facilitator Led
- c) Real calls into real companies



### **LINKEDIN / EMAIL WORKSHOP**

- a) How to connect via LinkedIn 
- b) How to communicate effectively by Email @
- c) How to incorporate video 



# INVESTMENT ANALYSIS

Training: 2-Day Live In-Person Facilitation

Investment: **\$10,000.00 per Day**

## Notes

Pricing: USD

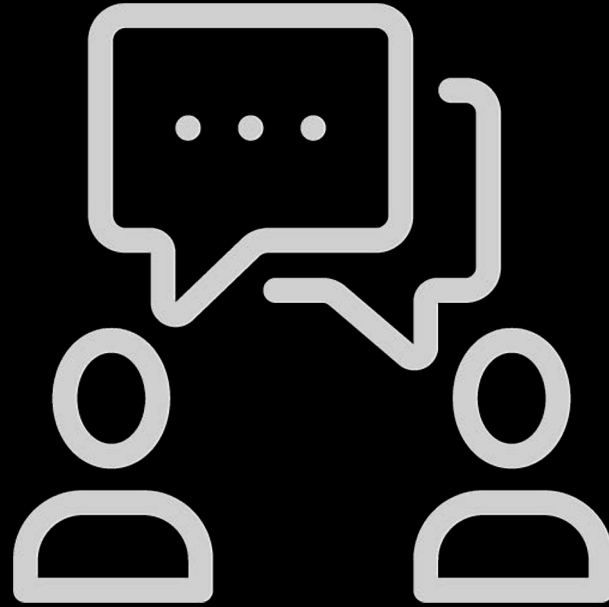
Travel: Expenses are not included and will be invoiced for separately (as required)

Participation: Up to 15 per session (recommended)

Materials: SOAR Wall Maps: \$300.00 (1 set per training session is required)

Coaching Cards: \$10.00 each (1 per Participant is required)

SOAR Selling Book: \$25.00 each (Optional)



SOAR<sup>2.0</sup>  
TRAIN-THE-TRAINER

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# SOAR<sup>2.0</sup> TRAIN-THE-TRAINER

## PHASE I:

### SELF-INSTRUCTION

- The designated trainer(s) will read the SOAR Selling book and Facilitator Guide to familiarize themselves with the SOAR methodology prior to any live instruction. There will be a pre-training call with a SOAR Master Trainer prior to Phase II confirming the knowledge and competency of the trainer(s) as it relates to SOAR<sup>2.0</sup>.

## PHASE II:

### SOAR<sup>2.0</sup> - LIVE FACILITATION (OBSERVATION)

- The designated trainer(s) will observe a SOAR<sup>2.0</sup> training session facilitated by Everest Performance Group, within your organization.

## PHASE III:

### POST TRAINING DE-BRIEF / TEACH BACK (1 Day or 2 Days)

- The designated trainer(s) will debrief, discuss and review the previous SOAR<sup>2.0</sup> facilitation with the SOAR Master Trainer. Each participating trainer will also be required to facilitate SOAR in a teach-back scenario during this phase.

## PHASE IV:

### SOAR – LIVE CO-FACILITATION

- The designated trainer(s) will now facilitate SOAR<sup>2.0</sup> with a SOAR Master Trainer auditing and supporting your candidate's delivery. The SOAR Master Trainer will observe your trainer(s) presentation of the program to certify that the presentation will protect the integrity of the material. Upon successful completion, we will certify the trainer(s) and permit them to facilitate SOAR independently within your organization only.

## PHASE V:

### POST CO-FACILITATION DE-BRIEF

- The designated trainer(s) will participate in a conference call with a SOAR Master Trainer.

## PHASE VI:

### ANNUAL RECERTIFICATION

- Certified trainers will be required to attend annual recertification of SOAR for the express purpose of learning updated material. Additionally, the attendee will be competency tested in order to retain their certification status.



# INVESTMENT ANALYSIS

Train-The-Trainer:

Investment:     **\$15,000.00 per Certified Trainer**  
                          **or**  
                          **\$10,000.00 per (3 or More)**

**Notes:**

Pricing:             USD

Recertification:     \$2,500.00 per Certified Trainer (Annually)





# SOAR<sup>2.0</sup> GLOBAL RESULTS

<u>TELEPHONE</u>	<u>BEFORE SOAR</u>	<u>WITH SOAR</u>	<u>IMPACT</u>	<u>COVID-19</u>
Contact Made*:	12%	54%	+450%	43%
New Meetings Scheduled:	17%	39%	+229%	31%
Returned Voicemail Messages:	2%	32%	+1600%	33%
<u>EMAIL</u>	<u>BEFORE SOAR</u>	<u>WITH SOAR</u>	<u>IMPACT</u>	<u>COVID-19</u>
Open Rates:	21.3%**	29.7%	+39%	29%
Click-Thru Rates:	2.62%**	9.73%	+371%	11%
<u>LINKEDIN</u>	<u>BEFORE SOAR</u>	<u>WITH SOAR</u>	<u>IMPACT</u>	<u>COVID-19</u>
New Connection Accept Rates:	N/A	42%		61%   72%
1 <sup>st</sup> Connection Msg Open Rates:	N/A	37%		48%
1 <sup>st</sup> Connection Msg Reply Rates:	N/A	41%		39%

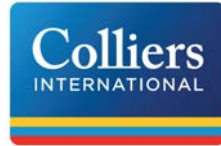
\* Contact Made: An actual conversation with a Decision Maker or High Influencer

\*\* Source: <https://mailchimp.com/resources/email-marketing-benchmarks/>



# SOAR<sup>2.0</sup> CLIENTS

References are available





# CONTACT US



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