

Your Intention Matters





SOAR

SOAR SELLING
PROGRAM
OVERVIEW

www.soartraining.com



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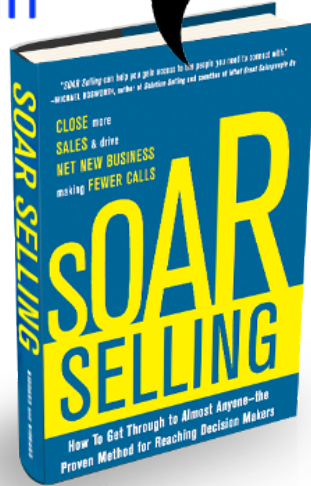
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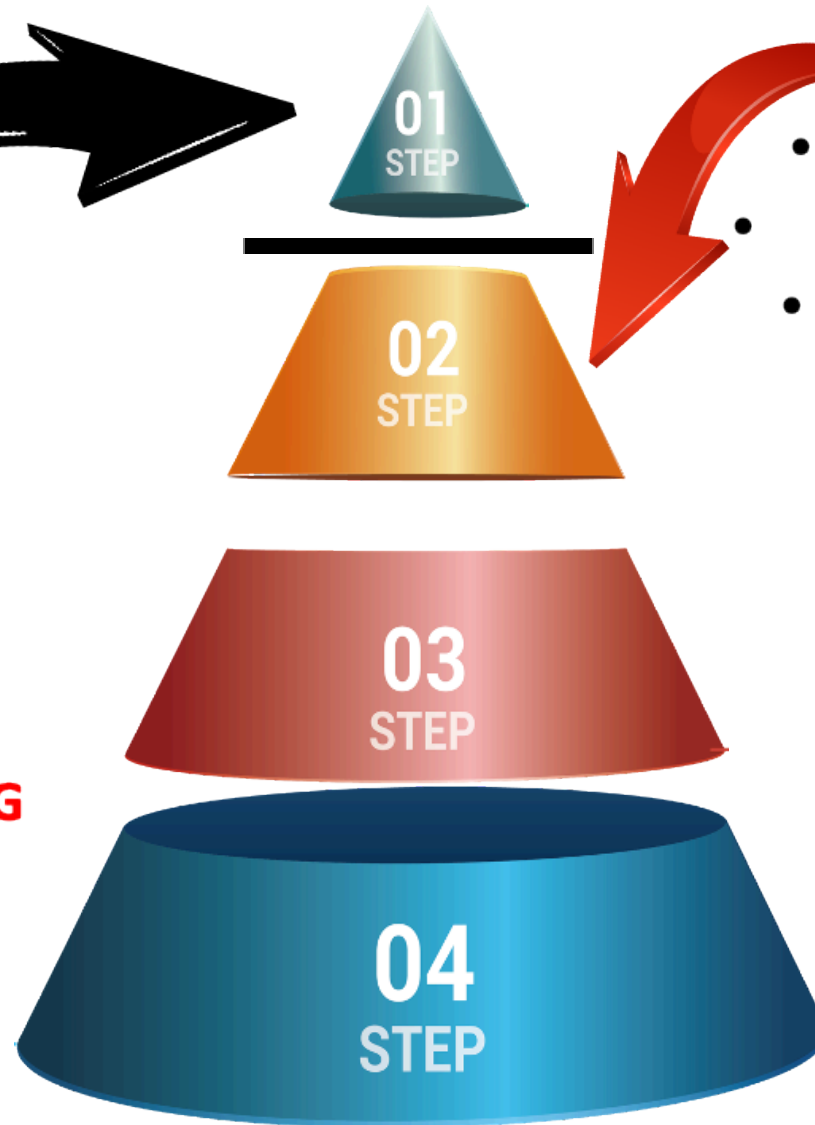
SALES TRAINING

HOW TO GET IN

- Telephone
- LinkedIn
- Email

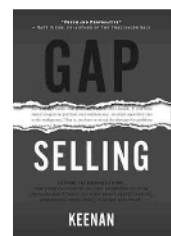
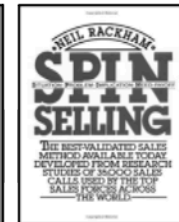
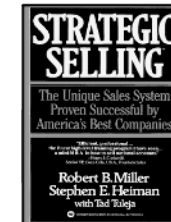
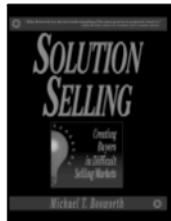
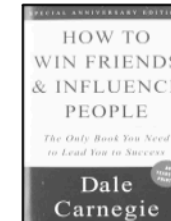


NO CONTACT = NO MEETING
NO MEETING = NO SALE



ONCE YOU ARE IN

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





HOW WE TRAIN



Live,
In-Person



Live,
Virtual



Online
E-Learning



Train-
The-Trainer



SOAR: GLOBAL RESULTS

TELEPHONE

Contact Made*

Prior to SOAR

12%

SOAR Selling

54%

Confirmed Next Steps

17%

39%

Voicemail Messages Returned

2%

34%

* Contact Made – An actual conversation with the Decision Maker or High Influencer



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EMAIL

Open Rates

Prior to SOAR

21.33%**

SOAR Selling

37.5%

Click-Thru Rates

2.62%**

42%

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



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LINKEDIN

Connecting with a Contact

Prior to SOAR

N/A

SOAR Selling

42% - 71%

1st Message Open Rates

N/A

68%

1st Message Reply Rates

N/A

41%



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**SOAR SELLING
LIVE VIRTUAL TRAINING**



SOAR: LIVE VIRTUAL COURSES



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How To Make Contact With the Decision Maker by Telephone

Content:

- How to Ask for the Decision Maker with Confidence.
- Overcome Receptionist Resistance
 - **Who is Calling?**
 - **Regarding?**
 - **Expecting Your Call?**
 - **Company Details?**
 - **Sales Call?**
- Make Contact despite Voicemail

Length: 90-Minutes

Investment: \$1,875.00 or \$99pp

Participants: Up to 50 per Session



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Value Statement Creation Overcoming Resistance

Content:

- How to Engage an Executive Assistant Effectively
- Value Statement Components
- Your Value Proposition
 - Formulas
 - Research Support
- Qualify a "SMS" Request
- Leave an Effective Voicemail

Length: 90-Minutes

Investment: \$1,875.00 or \$99pp

Participants: Up to 50 per Session



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LIVE DIAL EXPERIENCE

Content:

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

Length: 60-Minutes Each

Investment: \$1,250.00

**Participants: Up to 4 people per
Live Dial Session**



SOAR: LIVE VIRTUAL COURSES



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LINKEDIN & EMAIL Workshop

Content:

- Your Social Selling Index (SSI)
- How To Connect with the Decision Maker through LinkedIn
- How to incorporate **VIDEO**
- Creation of Actual Messages

Length: 90-Minutes
Investment: \$1,875.00 or \$99pp
Participants: Up to 50 per Session



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YOUR INTENTION MATTERS (Mindset)

Content:

- Achieving a Top 20%+ Result starts with Mindset

Notes:

- Mindset and intention are the foundation to goal setting and overachievement.

Length: 60-Minutes
Investment: \$1,250.00
Participants: Up to 50 per Session

NOTES

- Pricing: USD
- Pre-Work: Survey sent prior to the Value Statement Course.
Pre-Training Call with your Company's Leadership to review Survey results.
- Materials: SOAR Coaching Cards provided to each Participant.
- Virtual: Each virtual training session is recorded.
(Live Dial Experience is not recorded)



SOAR SELLING ONLINE

www.soartraining.com



SOAR: ONLINE



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Pricing: \$299.00 USD per License (1 License/Person)

Access: On-Demand (24/7)

Term: 12-Months

URL: www.soartraining.com/online

7-Day FREE Trial

COURSES

1. Introduction to SOAR
2. The No Information Zone
3. Ride The Bull
4. Creating Value
5. The Power Zone
6. Overcoming Resistance
7. Voicemail
8. LinkedIn & Email
9. The Live Dial Experience!



SOAR SELLING IN-PERSON TRAINING



SOAR: LIVE IN-PERSON

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
- c) Value Proposition Formulas

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

INTENTION

- a) Mindset
- b) It's Role in Overachievement
- c) Do you believe your call/email is important?

SOAR LIVE DIAL EXPERIENCE

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

LINKEDIN / EMAIL

- a) Your LinkedIn SSI
- b) How to connect via LinkedIn
- c) How to communicate effectively by Email
- d) How to incorporate video in your messaging



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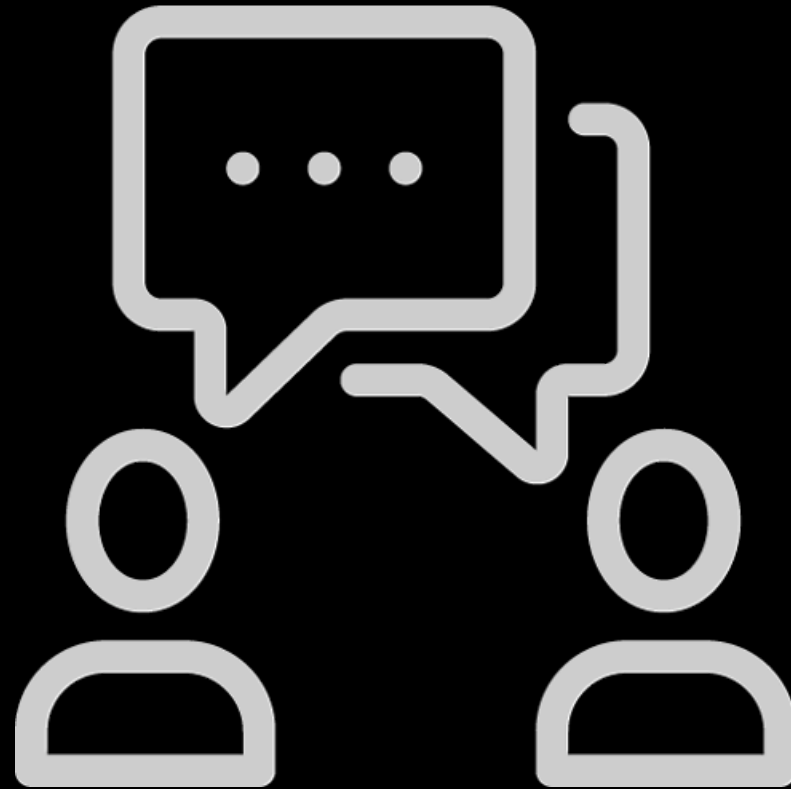
SOAR: LIVE IN-PERSON

Training: 2-Day Live In-Person Facilitation

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

Notes

Pricing:	USD		
Travel:	Expenses are not included & will be invoiced for separately (as required)		
Participation:	Up to 15 per session (recommended)		
Materials:	SOAR Wall Maps:	\$300.00	(1 set is required)
	Coaching Cards:	\$10.00 each	(1 per Participant is required)
	SOAR Selling Book:	\$25.00 each	(Optional)
Facilitation:	Available in English and French		



SOAR SELLING TRAIN-THE-TRAINER



SOAR: 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 Selling.

PHASE II: SOAR SELLING - LIVE FACILITATION (OBSERVATION)

- The designated trainer(s) will observe a SOAR Selling training session facilitated by SOAR Training, 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 facilitation with the SOAR Master Trainer. Each participating trainer will also be required to facilitate SOAR Selling in a teach-back scenario during this phase.

PHASE IV: SOAR SELLING - LIVE CO-FACILITATION

- The designated trainer(s) will now facilitate SOAR Selling 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 Selling 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 Selling for the express purpose of learning updated material. Additionally, the attendee will be competency tested in order to retain their certification status.



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SOAR: TRAIN-THE-TRAINER

Investment:

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

Note:

Recertification:

\$2,500.00 per Certified Trainer (Annually)



SOAR: CLIENTS

UKG

TELUS
Business

CISCO

CBRE



vidyard

Colliers
INTERNATIONAL

coconut
SOFTWARE

berlin[®]
PACKAGING

xerox

JLL

Northwestern
Mutual[®]

salesforce

FPT[®]
Fpt Software

COTTON CANDY
Tangible Marketing Solutions™

wex

KONICA MINOLTA

NAVCO.

ADP

CoStar Group™



CONTACT US



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