



# CONTENT IS KING

Our courses. Your unfair advantage.

Sales success is the result of changing and reinforcing desired behaviors.

At New Velocity, we customize your skill development content by following a specific process and methodology to ensure your sales professionals “**Beat their Number.**”

In fact, our award-winning curriculum boasts 24 courses in five different categories:



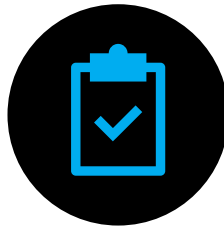
## 1. Prospecting and Approaching:

Skill development necessary **PRIOR** to prospect/client management



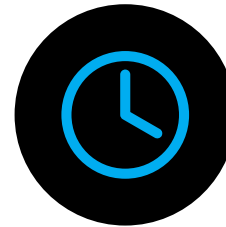
## 2. Closing and Presenting:

Skill development required **DURING** the prospect/client engagement



## 3. Follow-up and Referrals:

Skills to maximize productivity **AFTER** the initial prospect/client management



## 4. Getting More:

Popular courses designed around Time Management, Habits and Goals (a **MUST** for territory management)



## 5. Leadership Development:

Great leaders are made, not born. Investing in your leaders (future and present) will deliver the highest **ROI** of all

We also offer countless additional customized workshops for content of your choosing.

We work closely with you in designing a customized skill track that targets your sales team’s pain points, all while mapping out the appropriate content and cadence for the training to be successful. This includes customized studio sessions and live role-play exercises specific to your team.



# COURSE CURRICULUM

## PROSPECTING AND APPROACHING

- **TARGET TALK PT. 1**  
Getting prospects to call you back
- **TARGET TALK PT. 2**  
What to say when they do
- **NET-NEW-NOW**  
Using LinkedIn to close new accounts

## CLOSING AND PRESENTING

- **THE ART OF SELLING**  
Responding to resistance
- **THE PROFESSOR VS. THE POLITICIAN**  
Becoming the expert consultant
- **D1-S2**  
Discover first, sell second
- **ADVANCED CLOSING TECHNIQUES**  
Sell for your customers, not at them
- **LISTENING**  
Impacting your success through expert listening
- **TONALITY**  
Mastering your pitch, tone, volume, pace, and melody
- **NEGOTIATING**  
Learning to win in challenging negotiations
- **STORY-SELLING**  
Mastering the art of persuasion through story telling
- **MASTERING THE COMPLEX SELL**  
Moving beyond basic techniques for more complex strategies

## FOLLOW-UP AND REFERRALS

- **THE RIVER OF REFERRALS**  
Developing a mindset and taking action on it
- **R90X**  
Massively increase your referrals in 90 days or less

## GETTING MORE

- **TIME MANAGEMENT**  
Learning how to get more done in less time
- **GOAL SETTING**  
Setting and achieve impactful goals
- **CHANGING HABITS**  
Stopping bad habits and replacing them with successful habits

## LEADERSHIP DEVELOPMENT

- **MANAGERIAL COURAGE**  
The five steps to mastering managerial courage
- **ALIGNING STRATEGY AND SALES**
- **STRATEGIC NEGOTIATIONS**
- **LEADING CHANGE & ORGANIZATIONAL RENEWAL**
- **NEGOTIATING AND COMPETITIVE DECISION-MAKING**
- **MANAGING CHANGE**
- **CREATING CULTURES OF ACCOUNTABILITY**



# COURSE INFOSHEET EXAMPLES



# TARGET TALK

Getting prospects to call you back and what to say when they do.

## COURSE DESCRIPTION

More than 97 percent of cold call attempts go straight to voicemail and less than **3 percent** of those are ever returned.

Our award-winning business development course titled, **Target Talk**, is specifically-designed to combat cold calling results that are downright frigid. By the end of this course, learners can expect up to 20X results from their business development calls.

## WHAT YOU WILL LEARN

### ATTITUDE IS EVERYTHING

Greatly improved mindset. Confidence is a true game changer. Post training surveys prove that sales professional's trepidation when it comes to cold calling drops dramatically as they feel empowered for anything and everything that could come their way.

### GATEKEEPERS BE GONE!

Gatekeepers are usually more prepared to get rid of unwanted calls than business development reps are in handling them. Starting with the gatekeeper greeting and including responding to their objections — exactly, word-by-word — what to say and how to say it.

### GETTING TO THE DECISION MAKER

By utilizing New Velocity's **T+1 process**, learners will be able to have meaningful conversations with decision makers — who can say, "yes!" and approve the budget needed. On average, utilizing the T+1 process will yield **3.1** new names of executives involved in the decision-making process — **43 percent** more stakeholders are involved in a typical B2B purchase decision compared to just three years ago.

### LEAVING THE RIGHT MESSAGE

This is a fan favorite — select companies as large as Fortune 100's like Oracle, to small and mid-size companies like Rosetta Stone, have all been blown away by this revolutionary new concept when it comes to leaving a business development voice mail message that, imagine this, actually gets returned. SDR's and anyone in search of new logos absolutely loves this.



## MAKING THE RIGHT IMPRESSION

Your prospect just picked up and answered, “Hello, this is Jamie Smith...”

Are your reps responding in a way to inspire the prospect to say, think or feel, “Hmm, this call seems different, this person sounds like they may actually add value.” Or, are they failing to have an initial response that inspires? Unfortunately, more than 9.5 out of 10 sales managers say it’s the latter. New Velocity’s Introduce/Impress/Advance (IIA) statements are customized to help virtually eliminate this issue and **10X** the confidence of your team. Remember, having courage changes everything.

## RESPONDING TO RESISTANCE

Customized responses to deal with resistant decision makers who may be caught off guard. At this stage of the process some version of “Not Me”, “Not Now”, “Not Ever” responses are what we must master to move forward. With the training and preparation from Target Talk — mission accomplished.

## PROJECT 35

A customized plan for the **35 percent** of prospects who won’t return phone calls. The average prospect needs approximately eight touches before they engage. The average sales rep gives up after less than two prospecting attempts. See the problem, a.k.a., opportunity?

By combining voice mails, e-mails and utilizing LinkedIn in-mails, we will demonstrate a repeatable, coachable process that will have a huge impact on your pipeline.

## MARKET INTELLIGENCE

While this class does not do a deep-dive on market intelligence (See *Professor vs. Politician: Monetizing your message via the power of insight selling*), it does introduce the importance of focusing on “their” issues and not leading with “your” solutions. Less about you, more about them. How can that ever be a bad thing?

## WHO SHOULD TAKE THIS COURSE

Anyone in sales dealing with multiple stake holders and is typically not the low price alternative. This content is ideal for less experienced sales professionals to avoid beginning bad habits including selling on price. This course is even stronger for more experienced sales professionals that have been making mistakes but have been unaware up until now.

*Note: This course is also widely popular for marketers, subject matter experts, solution architects and sales consultants.*

## TARGET TALK VIDEO SAMPLES



Getting prospects to call you back



Building a foundation: the I-I-A process



# PROFESSOR VS. POLITICIAN

Monetizing your message  
via the power of insight selling.

## COURSE DESCRIPTION

When it comes to any type of solution-based sales process, **90 percent** of sales managers want their team to be more solution oriented vs. jumping right in without relating to their customer.

The painful statistic: only **10 percent** of clients consider sales people that call them to be solution or value-focused. No wonder the majority of someone's pipeline stalls and ends in no decision at all. Both you and your competitors fail to make an inspiring reason for change. The inevitable outcome is status quo — **65 percent** of all sales opportunities end in status quo with no decision being made.

## WHAT YOU WILL LEARN

### MARKET INTELLIGENCE MAKES THE WORLD GO 'ROUND!

If you are not adding value by educating your prospects on something that they have not yet learned or are undervaluing, it is your job to learn and monetize this. To accomplish this, you need insights that matter. Fail in this step and your only hope is to be the low-cost provider.

### TO THEM, "WE ALL SOUND THE SAME"

Your buyers value about **13 percent** of the features and benefits that your brochure says that they should value. Learn how to navigate this sea of similarity and have them view you and your solution completely differently than your competition.

### BUSINESS CONVERSATIONS VS. SALES PITCHES

The Professor educates, while the Politician pitches. The conversation should be less about you, more about them. Learn how to educate and elevate the importance of the new insight and ignite action by getting them to say, "yes!"

### YOUR CUSTOMERS HAVE EVOLVED. HAVE YOU?

Era 1 sales professionals were viewed as "snake-oil" sales people. The value they offered lied in their offerings, not the client's needs. Era 2 taught us to lead with questions to discover what the perceived need of the client was. The customer would coach the sales person on how they made purchasing decisions.



Era 3 is upon us. Much of Era 2 has survived and is still relevant. However, it's not enough. Era 3 is where we, the outstanding sales professionals, don't allow the client to self-diagnose themselves. Instead, we help steer the ship towards what a successful solution really looks like.

### WHY BUY FROM YOU

Unique Value Propositions (UVP's) are why clients buy from you. The vast majority struggle heavily on what exactly it is that your organization does that makes you unique. Without first identifying what your customers should be valuing that you do well, you'll never receive that value you deserve from your offerings.

### PROTECT AND BOOST YOUR MARGINS

Have you heard of "lead to your unique value proposition" vs. "leading with your unique value proposition?" Well, if your team is not trained on this concept, you better be the low-cost provider or you'll quickly learn that most buyers are better at beating your reps down on price, than we are at getting them to realize the value.

### CUSTOMIZE TO OPTIMIZE

Learn how to customize your talk tracks to each of the unique personas that you sell to. We'll take each of the titles involved in your buying process from the client side and use New Velocity's Value Grid to review how each of them deals with the **four compelling reasons** they take action.

### ELIMINATE DEATH BY QUESTIONING

Solution fatigue is real. Asking too many of the wrong type of questions actually hurts your ability to close deals. While questions in discovery remain critical, we'll ask fewer initial questions and begin adding value in an entirely new manner. Add value, educate with insight and become the valued partner.

### NEW CONVERSATION FLOW

Welcome to the F.O.R.E. model, which focuses on the **Educate, Elevate** and **Ignite** process. Lead with reframing the client thought process via:

1. Fear, uncertainty and doubt
2. Opportunity for excellence - light at the end of the tunnel
3. Rescuing them with your unique solution
4. Elevating with evidence

This is a sales manager dream once complete. Additionally, the before and after talk tracks are legendary and will expedite the process of beating your number.

## WHO SHOULD TAKE THIS COURSE

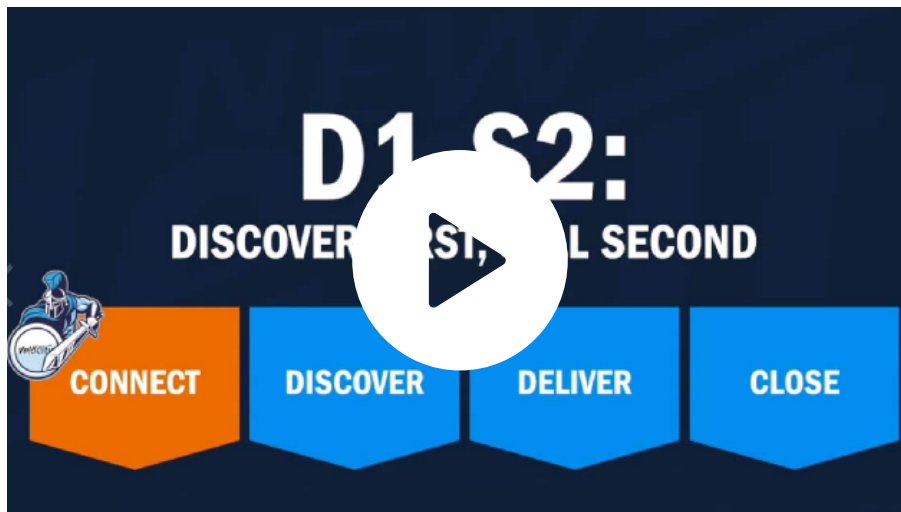
Anyone in sales that needs to focus on controlling the customer conversation by educating their buyer with industry insights such as market intelligence, leading to their unique value proposition. This course is geared towards sales professionals, who are guiding prospects through the buying process, whether it be a net new business or a renewal. It can also be beneficial for any sales professional, who is talking to net new decision makers when trying to generate interest or book appointments.



## PROFESSOR VS. POLITICIAN VIDEO SAMPLES



Articulating value that customers will gladly pay for



Motivate. Educate. Activate.



# RIVER OF REFERRALS

Developing a mindset and taking action on it.

## COURSE DESCRIPTION

There are two reasons that all sales organizations fall short of monetizing their existing client base and other connectors, when it comes to referrals-based selling.

First off, they forget — it has never been a focal point of the sales process or the client conversation process up until now. Secondly, they're not totally comfortable in scenarios where they actually have to ask for the referral.

Nothing will help you 2x, 4x, 10x search for new logos like getting your company's "river" flowing. The River of Referrals course has helped companies of all sizes earn new business faster than any other business development system.

Fact: Less than 5 percent of all sales people are dedicated to a referral-based process, yet more than 95 percent of the top two percenters state that virtually all of their new business comes from referrals.

**88%** of clients are willing to give referrals. Yet, only **8 percent** are ever asked. The River of Referrals course is a systematic repeatable process covering exactly how to stop the madness.

## WHAT YOU WILL LEARN

### ATTITUDE IS EVERYTHING!

A greatly improved mindset. Confidence is a true game changer. Post training surveys prove that sales professionals' trepidation when it comes to actually asking for the referral drops dramatically as they feel empowered for anything and everything that could come their way.

### M-Y-T-O-P

A second dose of attitude and mindset adjustment:

**M**ONETIZE    **Y**OURSELF    **T**HROUGH    **O**THER    **P**EOPLE

The **M-Y-T-O-P** mindset is critical to the ongoing results that you'll be looking to achieve. The River of Referrals is not just about checking the box. It's actionable and repeatable. However, culture eats strategy for lunch. Therefore, extra efforts are put into teaching your team why its balance of ego and empathy is critical to their success. We want them to have a complete mind shift and reframe the way they've been looking at the client-vendor/partner relationship.



## WHEN IT COMES TO THE RIVER, IT'S ALL ABOUT THE ARCC (ASK, RECEIVE, CONVERT AND CLOSE)

### • The Ask and the Receive

Often, clients want to refer us, but they don't know how to. Sales teams will learn how to control the narrative and maintain momentum. We'll discuss the best way to ask for and receive referrals during face-to-face interactions, over the phone, and via e-mail. We promise a new and complete methodology that is better than what your team is currently doing.

Just because almost 90 percent are willing to give referrals, does not mean that your connector knows how to properly give a referral.

### • Convert to an Initial Meeting

Once you receive the referral, we'll teach you a step-by-step process on following-up (custom templates included in your workshop) to convert the referral from your connector into an initial meeting with your prospect that fits your ideal client profile and who trusts your connector.

### • Convert to the Close — Trust

Referrals are all about the close. Because of one word, trust, you'll close 4x - 20x more prospects. Remember that nothing gets you to close faster than trust.

Developing a referral-based business will outsell cold calling or any other form of prospecting and approaching four to 20 times over. Numbers never lie.

## ACTING REFERABLE — BEING A “GO-GIVER” BEFORE BEING A “GO-GETTER”

Sales professionals need to bring this to the forefront of their minds and ask themselves, “What do I need to do to earn trust?”

## ACTING ON REFERRALS — TIME KILLS ALL DEALS

Not acting on a newly-earned referral should be considered disappointing to the superstar version of your sales reps. We'll teach them exactly how to monetize their newly-earned referral.

## BEYOND THE RIVER OF REFERRALS

R90X is an optional supplemental program where we provide an additional workbook that acts as a scorecard for a 90-day program that gets the entire company involved. Teams can be formed to add in an additional competitive spirit. It's not uncommon for new business goals to be absolutely shattered by taking this action-oriented program.

## WHO SHOULD TAKE THIS COURSE

This course is designed for anyone who interacts with people that can introduce you to prospects that fit your ideal client profile. While sales professionals responsible for new business activity are the primary audience, it's not uncommon for solution architects, project managers or others who earn thanks and praise from current clients, to benefit from the content as well.

## RIVER OF REFERRALS VIDEO SAMPLES



Establishing trust



Numbers don't lie