Sales Demand Engine

COURSE OUTLINE

So, let's have a look at the Sales Demand Engine outline...

We first look at your **Customer/Client Avatar** - Who is your straw or target or ideal customer? What does that look like? (Usually, the business owner or executive(s) decide and define this.)

We then move to **Who You Gonna Call?** We show you exactly how to very quickly and easily create your own call list. This is where you make your own call list of those businesses that match your Customer Avatar.

We then look at **What You Got?** What is/are your offering(s)? You may think that is obvious, but we look at the obvious and beyond the obvious. This is important as it helps program the words you say and questions you will ask in conversation with the Person of Consequence (POC).

After looking at your Customer Avatar, Who You Gonna Call, and What You Got, we then set up your **Call List Organization & Process** and show you how to navigate it as you take each prospect through the path to becoming a New Business Opportunity (NBO),

We then do **The First Run Script** - where the Path begins! This is where we show you exactly how to Connect, Identify, and Build what we call your POC List. Also, here, we begin to cover what to say, how to say it, and when to say it. (This is Stage One of the all-important Sales Demand Engine Cycle mentioned earlier!),

Followed by the **POC Script** - what to say, conversation patterns, seeding those conversations, and script variations. This is where we show you exactly how to

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Connect, Discover, and Book the New Business Opportunities! (This is Stage Two of that crucial Sales Demand Engine Cycle!)

So, after looking at your Avatar, Who You're Gonna Call, What You've Got, Your Call List, Your First Run Script, and the POC Script, we cover four operational modules, which are these:

Socialism! (All about leveraging social references),

Success Day Profile WDP - work day profile (or Call Day Profile, we like Money Day Profile!),

Numbers - Metrics & KPIs, because knowing your numbers keeps things on track and gives you powerful visibility. We make numbers easy, showing exactly what's important to track and why and exactly how - including templates so you don't have to worry about anything but generating new sales business opportunities! Then, we wrap with

Where'd They Go? All about keeping your leverage to get them to say yes to an appointment, a demo, or whatever is the key new business opportunity indicator/benchmark.

And, then, we **Welcome You to REAL Sales Demand Generation**, where we tie everything together for you and certify you on the Sales Demand Engine!

Congratulations for getting started! This course is going to be a blast! So, grab your brain, some water or whatever, and let's dive in!