

Lesson 1: Inbound Sales Fundamentals

Lesson Description

Inbound sales transforms selling to match the way people buy. This lesson covers the big-picture view of why you need an inbound sales strategy.

Topics

- Inbound
- The buyer's journey
- Inbound sales strategy

Videos

- Why Inbound Sales? (8:19)
- Adopting an Inbound Sales Strategy (9:52)

Quiz Yourself

1. What is the buyer doing during the awareness stage of their buying journey? How can you help?
2. What is the buyer doing during the consideration stage of their buying journey? How can you help?
3. What is the buyer doing during the decision stage of their buying journey? How can you help?

Lesson 2: Identify: Prioritizing Active Buyers Over Passive Buyers

Lesson Description

Identifying the right business opportunities from the start can be the difference between a thriving business and a failing one. This lesson covers key tactics for identifying the active and passive buyers you should be working with.

Topics

- Identifying active buyers
- Active vs passive buyers
- Ideal customer profile
- Buyer personas
- Inbound leads
- Social selling
- Trigger events
- Common connections

Videos

- Why Is the Identify Phase Important in Inbound Sales? (3:18)
- Defining a “Good Fit” Prospect (8:40)
- Listening for Active Buyers (7:50)
- Using Social Selling to Identify Active Buyers (6:14)
- Enriching Leads With Buyer Context (2:44)

Quiz Yourself

1. What is the difference between active and passive buyers?
2. When should you engage passive buyers? How can you identify these buyers?
3. How quickly should you contact inbound leads?

Lesson 3: Connect: Earning the Attention of Today's Empowered Buyer

Lesson Description

When inbound salespeople connect with a potential buyer, they personalize their outreach for each individual buyer. This lesson demonstrates how to connect with buyers in a variety of situations and includes best practices for creating outreach sequences.

Topics

- Inbound leads
- Trigger events
- Common connections
- Outreach sequences

Videos

- Why Do You Need to Personalize Your Outreach? (2:38)
- Connecting With Inbound Leads (7:53)
- Connecting With Leads Based On Trigger Events and Common Connections (5:11)
- Moving to the Explore Phase (15:56)

Quiz Yourself

1. Which stage of the buyer's journey are leads usually in?
2. What makes a good outreach sequence?
3. When should you transition to the explore phase?

Lesson 4: Explore: Understanding the Buyer's Context

Lesson Description

In the explore phase of your inbound sales strategy, you need to guide an exploratory conversation so that you're in control but your prospect feels like they're being empowered to make the right decisions. This lesson shows how to use the CGP, TCI, BA framework to structure your conversations and guide your prospects toward the best possible outcome for both of you.

Topics

- Rapport building
- Setting an agenda
- CGP, TCI, BA framework
- Recapping an exploratory call

Videos

- Why Do You Need a Qualification Framework? (3:44)
- Starting an Exploratory Call (5:04)
- Exploring a Prospect's Goals and Challenges (5:55)
- Motivating a Prospect to Take Action (5:32)
- Ending an Exploratory Call (9:49)

Quiz Yourself

1. Why is it important to have a lead qualification framework?
2. What does CGP, TCI, BA stand for?
3. What's the difference between consequences and implications?

Lesson 5: Advise: Delivering Personalized Sales Presentations

Lesson Description

Prospects want to know how features are specifically going to help them and their situation. This lesson covers the best practices for creating sales presentations that answer your prospects' questions and motivate them to move forward with buying.

Topics

- Creating a personalized presentation
- Recapping the buyer's goals and challenges
- Suggesting ways to achieve the buyer's goals and challenges
- Confirming budget, authority, and timeline
- Committing the buyer to a plan
- The 1-10 closing technique

Videos

- Why Should You Personalize Your Sales Presentations? (3:52)
- Creating a Personalized Sales Presentation (3:29)
- Recapping What You've Learned From Previous Sales Conversations (3:21)
- Suggesting Ways to Achieve the Buyer's Goals (4:40)
- Helping the Buyer Make the Decision (7:10)

Quiz Yourself

1. What is the main goal of a presentation?
2. Why is it important to personalize a presentation to the individual buyer?
3. How do you determine the timeline for closing a deal?