



FLUME
SALES TRAINING

SDR Training Courses

Sales



OVERVIEW

1 Sales Excellence: SDR Star Benchmark

The SDR's role is to make it easy for the right buyer to say 'yes' to the next step. That's getting harder as buyers become increasingly sceptical of sellers, so it's more important than ever before to deliver a stand-out sales experience. Today's top performing SDRs are taking a very different approach.

CONTENT & OUTCOMES

Your team will learn how:

- How buyer behaviour is changing
- The tactics used by top performing SDRs
- How they currently stack up against top performing SDRs

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle

2 Outreach: Connect with new prospects

Buyers aren't sitting there waiting for your call or message. They're busier than ever before, and they're being bombarded by generic outreach focused on the seller's product or service. Your team need high impact, tailored introductions if they are to consistently connect with new prospects.

Your team will learn how to:

- Create real value at every stage of their outreach
- Structure powerful personalised messaging that cuts through the noise
- Sequence multi-touch, multi-platform campaigns

Outcome: More opportunities.

3 Questioning and qualification

The importance of the initial conversation between buyer and seller cannot be overstated. The right prospects will only prioritise a follow up conversation or meeting if they quickly see a compelling reason to do so. The best SDRs use questioning to qualify prospects and establish a reason for them to prioritise the next step.

Your team will learn how to:

- Take control of the conversation
- Structure their questioning
- Accurately qualify prospects in or out

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

4 Pitching & Closing: Effectively position your offering and ensure the prospect takes the next step

Prospects hear pitches all the time and they all sound very similar. The best SDRs deliver powerful pitches that are focussed on aligning the prospect with their brand and solution before leading them to prioritise and confirm the next meeting.

Your team will learn how to:

- Deliver client focused pitches
- Share impactful customer stories
- Ensure the right prospect says 'yes' to the next meeting

Outcome: Increased win rate. Higher average order value.

OVERVIEW

1 Sales Excellence: SDR Legend Benchmark

It's becoming harder for SDRs to engage with prospects. More than ever before, personalisation is key. In this launch to the SDR Legend course, we add to your team's existing sales toolkit to help them take greater control of the sales process.

2 Social Selling: Generating inbound and outbound opportunities via LinkedIn

Prospects routinely use social media to help them make decisions. Over 80% of decision-makers say that thought leadership builds trust, with over 50% saying that it has led them to choose one provider over another. SDRs must make it easy for prospects to see, trust, and connect with them.

3 Tailoring: Positioning your messaging

Prospects are 100% focused on performing in their role. They're much more likely to connect with a salesperson, change from their status quo, choose a new supplier and champion that supplier within their business if they see personal value in doing so. Tailoring the sales conversation to the individual has never been more important.

4 Objection Handling: Help the prospect see the value in changing their stance

Making decisions has become harder for prospects. They're under lots of scrutiny and they are being bombarded by salespeople with similar sounding products and services. They are more likely now to just object and close down the conversation. Objection handling is a vital skill for SDRs.

CONTENT & OUTCOMES

Your team will learn how to:

- Align with what top sales professionals are doing differently
- Make personalisation a core aspect of their sales approach
- Measure themselves against what great looks like for SDRs today

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

Your team will learn how to:

- Dramatically improve their personal profile and brand
- Create engaging content that builds trust and credibility across their network
- Quickly grow their network

Outcome: More opportunities.

Your team will learn how to:

- Gain a deep understanding of their prospects
- Engage with different personas
- Prepare tailored interactions with customers

Outcome: More opportunities. Higher average order value.

Your team will learn how to:

- Anticipate and prevent objections
- Create an objection planning framework
- Overcome objections

Outcome: Increased win rate. Shorter sales cycle.