



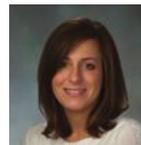
## PROGRAM OVERVIEW

SMART Sales and Marketing program is a world-class program that combines innovation with vetted sales and marketing methods to achieve dramatic results in any organization. In fact, 80 percent of companies that have implemented the SMART Sales and Marketing concepts have enjoyed sales growth of up to 300 percent. The outcome for course participants is a wealth of knowledge in the areas of customer centricity, innovation, digital marketing and sales techniques that focus on strategic analysis and taking action. Designed to inspire change both personally and professionally, this program provides the tools to build robust sales fortified by effective marketing plans and strong pipelines. We draw upon a proven method from the "Learning Pyramid" to deliver this class, applying techniques of discussions and collaboration, practicum (experience), and the chance to teach back the material to promote mastery. The curriculum is delivered by two dynamic experts in sales and marketing who have written books, served in high-level positions for million and billion dollar companies, and are personally dedicated to helping students succeed. This program is designed as both a learning experience and a life-changing opportunity.



### Marvin Deitz - Ph.D.

Adjunct Professor for Customer Centricity and Project Management at R.I.T Croatia. He was an award-winning National Accounts Sales Manager at the Edward Don and Company. Marvin also launched a customer relationship software program called My Special Days.



### Lorena Mathien - CPIM, APICS & PMP Certified

Assistant Professor of Business in the Business Department at the State University of New York at Buffalo State. She has managed a wide range of new product development (NPD) projects, ranging from small-scale to several million-dollar.



### Joe Morone - CEO and Co-Founder, Worldleaders Inc.

Lead sales trainer at the Smart Sales Institute, co-author of the five-star-rated bestseller, The Smart Sales Method: The CEO's Guide To Improving Sales Results for B2B Technology Sales Teams, and an acclaimed international B2B Technology sales speaker.

## GOALS

- > Understand the supporting scientific research that drives the new SMART sales and marketing process
- > Apply the SMART sales process techniques of “teach, lead and close”
- > Implement a sales evaluation plan gap analysis
- > Learn and apply the IDIC (Identify, Differentiate, Interact, Customize) process for customer relationship development
- > Gain mastery of new leadership techniques by reducing the “gap tension” of where you are and where you want to be
- > Understand how to stage a customer experience delivery using the four experience realms
- > Apply the 18 innovative SMART sales skills, plus advanced presentations and closing skills
- > Master the newest techniques of digital and social media marketing
- > Demonstrate the ability to build a strategic plan

## METHADODOLOGY

Our dynamic curriculum process is based on the “learning pyramid,” an interactive class experience that maximizes learning through dialogue, collaboration and application of concepts upon tangible, real-world scenarios. Each participant will be an active participant in the learning process through:

- > Case study analysis and application of key learnings help drive efficiencies in processes and projects
- > In-class application of concepts to active projects
- > Interactive lectures using multi media
- > Access to research and results from four sales consulting companies
- > Use of the SMART Sales book written by instructor Joe Morone
- > Team-based discussion and project work
- > Teaching back class concepts with an individual approach

## PROGRAM MODULES (Duration: Five months, three days each module)

### Module 1: SMART Sales Method

This module will review the content of the internationally acclaimed SMART Sales book, written by instructor Joe Morone. The book and module focus on the new, statistically-backed success model of guiding a client to improve business results, leading the decision maker through a conclusive evaluation process and closing based on relative value.

**Day #1:** SMART prospecting, lead generation and pipeline development

- > Evoking a “survival instinct” with your client through key messaging
- > Awakening customers to the need for your products and services
- > Presenting your company as a logical choice: feasible, filling a key need, and with a high Return On Investment

**Day #2:** Creating a business case through a customer fit assessment, customized to that business

**Day #3:** Build a SMART sales proposal that dramatically increases the chances of closing leads

**Outcome:** Each participant will deliver a sales proposal and role-play a business negotiation, drawing upon techniques that are taught.

### Module 2: Customer Centricity

Customer Centricity will focus on the different methods that help organizations focus on developing relationships with external customer and employees to increase LTV (Lifetime Value). The new paradigm of customer marketing is to get, keep and grow customers; and all resources in the organization must align to achieve these objectives. Staging the customer experience is important to enhance value to customers, which will help retain customers and gain new ones.

**Day #1:** Understanding the new customer-centric organization and its impact on sales and profit and Lifetime Value

- > Apply the five disciplines of a learning organization
- > Identify and differentiate customers through data mining
- > Apply customer-centric principles through case study analysis

**Day #2:** Interaction and customization to create value

**Day #3:** Staging the customer experience and creating customer-centric strategy plans

**Outcome:** Each participant will deliver a customer-centric strategy and implementation plan for their organization.

### Module 3: SMART Advanced Sales Consulting

This module will focus on a research-driven advanced sales techniques for the sector of business-to-business (B2B). Each participant will take an on-line sales evaluation and, with his or her group, hone a plan to close the gaps, benchmarking the best sales executives in the world.

**Day #1:** Focus on the sales evaluation results and the gap analysis to develop a plan that builds upon strengths and mitigates weaknesses.

**Day #2:** Apply 18 key sales skills, mastered among the top 6% best sales performers statistically and these will be discussed and applied.

**Day #3:** Mastery of the following closing skills that improve the win probability while reducing the sales cycle:

- > Proposal/presentation development
- > Sales presentations
- > Closing skills applying “relative values” closing model

**Outcome:** Each participant will deliver a focused presentation that reflects advanced sales techniques and consulting strategies.

### Module 4: Innovative Digital and Social Media Marketing

Innovation in digital marketing is critical for growing any business or organization, even and especially within the rapidly changing landscape of this exploding marketing niche. Social media marketing has a direct and lasting impact upon brand, reputation and development of customer relationships. Instructor Marvin Deitz is a social media expert, having fine-tuned his digital marketing agency over the past six years. Key concepts and innovation in the digital marketing space will be discussed to maximize brand messaging while increasing search engine optimization.

**Day #1:** Building a strategic marketing vision and plan that supports the overall company objectives

- > Review important elements of a web site, email marketing and reputation management
- > Build and communicate a value proposition in the digital space
- > Execute digital branding

**Day #2:** Focus on all elements of social media marketing, leading with broad strategy and then drilling down to the supporting initiatives

**Day #3:** Continue exploration of advanced social media marketing, with an analysis of ad placements, contests, polls and other innovative ways to drive impressions, reach and engagement

**Outcome:** Each participant will deliver a strategic marketing plan for digital and social media