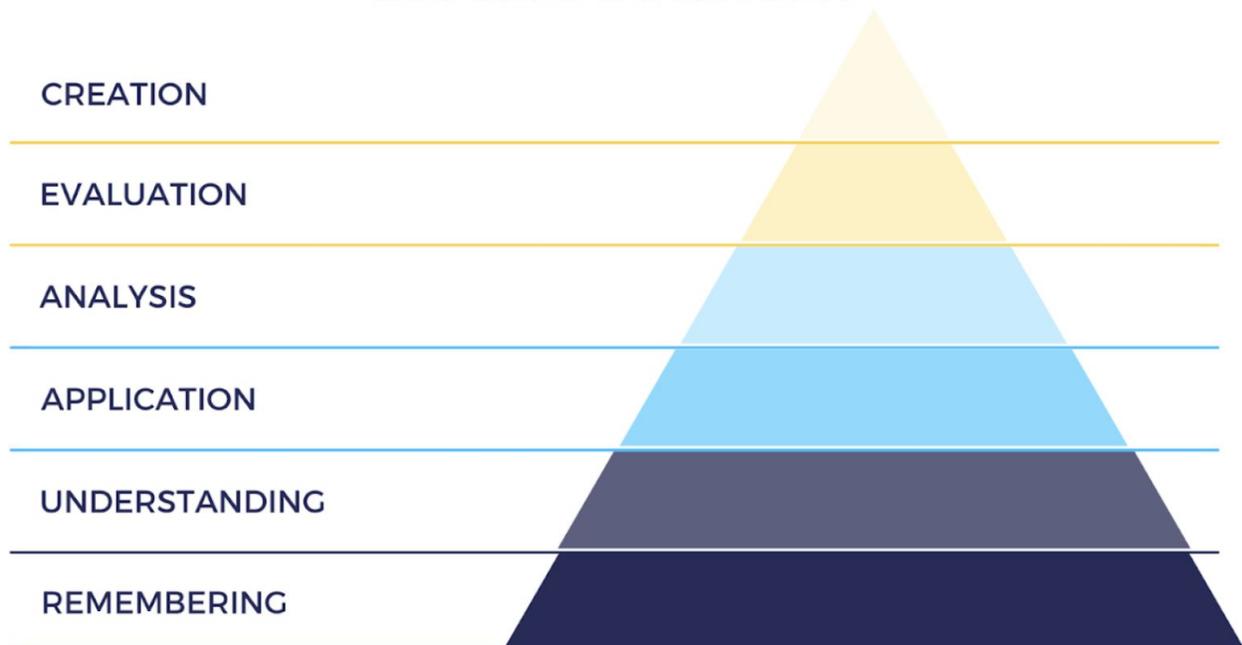




Sales Enablement Training Program

This document outlines the ClozeLoop sales training program for managers, closers (AEs) and post-sale account owners (CSMs, AMs, and Upsell AEs). Bloom's Taxonomy will be used to ensure that all employees demonstrate competence at all levels. Failure to apply a framework like Bloom's often results in employees who "know" information but fail to "do" the right things live.

BLOOM'S TAXONOMY



The program introduces modern sales frameworks and fundamental skills through a variety of formats, with the goal of developing an in-depth understanding and long-term retention of the material. Students will have access to the following throughout the program, with instruction being led by your internal Sales Enablement team:

Pre-Work: Most sessions include roughly 10-minutes of video to watch and a few quiz questions.

Live Training Sessions: With the basic concepts introduced with pre-work, live sessions are interactive workshops that focus on the application of the content



to the student's business. Some live sessions are best facilitated company-wide, while others should be repeated multiple times for each team. The ideal structure is highlighted in each module of this syllabus.

Applied Learning Sessions: Live sessions to reinforce more complex concepts, such as discovery and demos.

Job Aids: ClozeLoop will provide written summary documents (cheat sheets) to use after the sessions, and for managers to use to reinforce content.

Coaching Guidance: Managers will be provided with common challenges faced when applying each framework and skill, as well as guidance on how to coach each challenge.

Asynchronous Q&A: If at any time a student has a specific question about the application of a framework to their day-to-day job, they can message the ClozeLoop team with a question that will be responded to with a text answer, video response, or request for a live conversation. As part of ClozeLoop's commitment to make training stick, clients have access to this q&a process for 6-months after the completion of the program.

This program can be delivered as a 2-day session in-person or in a series of 60-90 minute sessions via videoconference. The ideal next steps coming out of this program are to move to discovery and demo certification.



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Market Segmentation & Personas

Learning Outcome: Understand the concept of the winning zone, define your target market, and define which personas are sold to in each market segment. This information creates a foundation that will be used throughout the course.

Relevant Teams:

- **Required:** All participants in the ClozeLoop sales training program.
- **Optional:** All executives, including marketing, product, and executive leadership. Creating cross-departmental alignment around marketing segmentation and personas is critical for success.

Student Pre-Work: 10-minutes

- All Roles: Triangle Selling modules 3, 4, 5, 6, & 8
 - How Do You Evaluate Your Elevator Pitch?
 - Direct vs. Indirect Competition
 - What is Your Winning Zone?
 - Check Your Learning: Winning Zone
 - The Target Market Matrix Trumps and Ideal Customer Profile (ICP) for selling today

Management Pre-Work: Understand the target market and personas sold to in each market.

Live Session Specialization by Team: This session should be repeated for each unique market to which the company sells..

Live Session Length: 90-minutes, per session

Reinforcement: Incorporate the outcome of the workshop into your sales playbook.



Uncovering Pain

Learning Outcome: Salespeople learn how to build pain-based discovery questions, understanding that pain is the most compelling emotion to buy.

Relevant Teams: All participants in the ClozeLoop sales training program.

Student Pre-Work: 15-minutes

- All Roles: Triangle Selling modules 10, 11, 12, 14, and 15
 - What 3 Emotions Will Make Your Winning Zone Prospects Buy From You?
 - Emotions That Drive Buying Decisions
 - Creating Winning Discovery Questions Like A Trusted Advisor
 - Turn Problem Statements Into Pain Questions
 - Words to Use in Discovery that Cause an Emotional Reaction

Management Pre-Work: Understand what the *winning zone* features are for each product. ClozeLoop's Book: *Triangle Selling* offers a *winning zone* diagram on pages 60 & 61.

Live Session Specialization by Team: This session should be repeated for each unique market to which the company sells.

Live Session Length: 90-minutes, per session

Reinforcement:

- Incorporate the discovery questions developed in the workshop into your sales playbook.
- Have each salesperson submit a call recording to show how they asked a pain-based discovery question.
- Ensure that *pain* is a field in the CRM that's reviewed by management as part of the pipeline review process.
- ClozeLoop training reinforcement guide pages 1-4.



Measuring Rapport (S.C.A.L.E. Framework)

Learning Outcome: Salespeople learn the acronym Status, Certainty, Autonomy, Likeness. The framework is applied to measure rapport and evaluate the pipeline to see why deals are stuck. Salespeople should be able to constantly evaluate rapport against the S.C.A.L.E. framework and adapt when they see they have negatively impacted rapport.

Relevant Teams: All participants in the sales ClozeLoop training program.

Student Pre-Work: 20-minutes

- All Roles: Triangle Selling modules 21-24
 - How to Establish Rapport Without Selling Your Soul
 - The Only Sales Psychology You Need - In 6 Minutes
 - Application of Rapport Building in Sales

Management Pre-Work: None.

Live Session Specialization by Team: One session for the entire company.

Live Session Length: 60-minutes

Reinforcement:

- When deals are stuck, managers should ask “Which S.C.A.L.E. drivers might be negatively impacted?”
- ClozeLoop training reinforcement guide pages 23-24.



Structuring Meetings for Velocity (P.L.A.N.)

Learning Outcome: Adhere to the blueprint for ensuring that meetings stay on track and opportunities maintain momentum. Salespeople should be able to execute a flawless meeting opener (P.L.A.N.) and close with a Velocity P.L.A.N. in every meeting.

Relevant Teams: Closers (AE) & post-sale (CSM/AM). P.L.A.N. is adapted for BDRs as part of the ClozeLoop cold call program.

Student Pre-Work: 20-minutes

- All Roles: Triangle Selling modules 26-30 and 32-34
 - Are Your Sales Stages Slowing You Down?
 - Control Meetings & Create Urgency
 - P.L.A.N. Framework: Pivot, Logistics, Agendas, Next Steps
 - The Secret Formula For Closing Fast: The Velocity P.L.A.N.
 - Velocity P.L.A.N. Framework: Pivot, Logistics, Agendas, Next Steps

Management Pre-Work: Provide ClozeLoop with your sales stages.

Live Session Specialization by Team: One session for the entire company. Even if sales stages are different for different teams, they are used for example only and are not material to the learning outcomes.

Live Session Length: 60-minutes

Reinforcement:

- Salespeople are encouraged to write down a P.L.A.N. they will use during a common type of call (such as discovery). ClozeLoop can provide feedback, if requested.
- Have salespeople submit a recording of them using P.L.A.N. and Velocity P.L.A.N. to ClozeLoop for feedback.
- Ensure that a *next step* field exists in the CRM, that it's used, and that the next step is something in the future that's agreed-to by the prospect.
- ClozeLoop training reinforcement guide pages 11-20.



Managing Resistance

Learning Outcome: Develop the skills to manage Resistance during sales conversations. Ensure that each seller's mindset is that objections aren't something that needs to be *handled*, but rather they are *an invitation for a conversation*.

Relevant Teams: All

Student Pre-Work: 15-minutes

- All Roles: Triangle Selling modules 39-42
 - Stop Handling Objections & Start Managing Resistance
 - Understand Buyer Resistance & How To Overcome It
 - Resistance in Action

- SDR/BDR: Resistance modules (for simplified framework)

Management Pre-Work: Prepare a list of typical objections salespeople hear.

Live Session Specialization by Team: One session for each team so the role plays are relevant to everyone.

Live Session Length: 60-minutes

Reinforcement:

- Salespeople should each find a *buddy* to role play with several times. Practice over time is necessary to perfect managing Resistance.
- Have salespeople submit a recording of them managing Resistance for feedback.
- Ensure that any unresolved Resistance and a plan to resolve it is documented in the CRM.
- ClozeLoop training reinforcement guide pages 8-10.



Uncovering Resources

Learning Outcome: Learn how to uncover the 7 types of Resources, and that if not addressed, deals can get stalled.

Relevant Teams: Closers (AEs) and post-sale (CSM/AM).

Student Pre-Work: 20-minutes

- All Roles: Triangle Selling modules 35-38
 - Avoiding the 7 Deadly Deal Killers
 - Uncover the Resources That Kill Deals
 - Example of Uncovering Resources in Action

Management Pre-Work: None

Live Session Specialization by Team: One session for each team so the role plays are relevant to everyone.

Live Session Length: 60-minutes

Reinforcement:

- Salespeople should think about Resources as part of their pre-meeting planning process and periodically review their strategy with their manager for feedback.
- Ensure that the CRM is able to capture any Resources that have been uncovered and any that still appear to be at risk. For enterprise teams, this activity should be done as part of an *account plan*.
- ClozeLoop training reinforcement guide pages 5-7.



Applied Discovery (Priority Path)

Learning Outcome: We ask priority path questions to get the prospect to hear themselves say the answer out loud. Questions must be asked in order, as they go from intellectual to emotional.

Relevant Teams: Closers (AEs) and post-sale (CSM/AM).

Student Pre-Work: 15-minutes

- All Roles: Triangle Selling modules 17-19 and 31
 - Follow the Priority Path to Reveal Urgency
 - What is a Priority Path?
 - Example of a Priority Path
 - Examples of P.L.A.N. framework, Priority Path, and Discovery In Action

Management Pre-Work: None

Live Session Specialization by Team: One session for each team so the role plays are relevant to everyone.

Live Session Length: 60-minutes

Reinforcement:

- Salespeople should each find a *buddy* to role play with several times. Practice over time is necessary to perfect the Priority Path.
- Have salespeople submit a recording of them running the Priority Path for feedback.
- ClozeLoop training reinforcement guide page 3 and 29-30.
- ClozeLoop Discovery Certification program (contact your ClozeLoop representative for more information).



Demos (S.H.A.R.E. Framework)

Learning Outcome: Salespeople know how to give effective product or service demonstrations.

Relevant Teams: Closers (AEs) and post-sale (CSM/AM). SDRs/BDRs who give short demos or who will be promoted soon can join as well.

Student Pre-Work: 20-minutes

- All Roles: Triangle Selling modules 43-45
 - How to Demo & Present So Your Prospect Sells YOU
 - Demos & Presentation Examples
 - Example Demo In Action

Management Pre-Work: None required, but it's useful to review 3-5 sample demos from real prospect conversations.

Live Session Specialization by Team: One session for each team so the role plays are relevant to everyone.

Live Session Length: 60-minutes

Reinforcement:

- Salespeople should each find a *buddy* to role play with several times. Practice over time is necessary to perfect demos. Practice demoing acute pain points that have been uncovered for real prospects in order to prepare for live demos.
- Have salespeople submit a recording of them running a demo for feedback.
- ClozeLoop training reinforcement guide pages 25 and 31-33.



Applied Demos

Learning Outcome: Demonstrate the ability to open a meeting with a P.L.A.N., ask a pain-based discovery question (S.C.A.N.), and then briefly demo the acute pain point uncovered in a 5-minute role play.

Relevant Teams: Closers (AEs) and post-sale (CSM/AM). SDRs/BDRs who give short demos or who will be promoted soon can join as well.

Student Pre-Work: 1-hour recommended. Review P.L.A.N., S.C.A.N., and S.H.A.R.E. Be prepared to link them all together. Preparation time varies based on student.

Management Pre-Work: Review recorded demos and C.O.A.C.H. salespeople on their biggest challenge.

Live Session Specialization by Team: One session for each team so the role plays are relevant to everyone.

Live Session Length: 60-minutes

Reinforcement:

- Continue practicing demos.
- Have salespeople submit a recording of them running a demo for feedback.
- Master the S.H.A.R.E. rubric on page 32 of the ClozeLoop training reinforcement guide.
- ClozeLoop Demo Certification program.



Maintaining Velocity (H.E.L.P. Framework)

Learning Outcome: Salespeople will be able to keep constant momentum and contact in a way that drives velocity to a decision, and will also be able to open new conversations with cold prospects.

Relevant Teams: All

Student Pre-Work: 10-minutes

- All Roles: Triangle Selling modules 46-47
 - Keep Your Prospect Engaged From Meeting to Meeting
 - H.E.L.P. Framework:

Management Pre-Work: None

Live Session Specialization by Team: One session for the entire company.

Live Session Length: 60-minutes

Reinforcement:

- Everyone will be asked to write a H.E.L.P. message, send it to a real prospect, and forward it to the internal team for feedback.
- Identify stalled deals in the pipeline and develop H.E.L.P. messages to re-energize them.
- ClozeLoop training reinforcement guide pages 21-22.



Land & Expand (G.R.O.W. Framework)

Learning Outcome: Be able to convert free trials into paid contracts and paid pilots into larger deals.

Relevant Teams: Closers (AEs) and post-sale (CSM/AM).

Student Pre-Work: None

Management Pre-Work: Document how free trials and paid pilots are given and their success rate for converting. Review the upsell process at the company, and identify where the largest opportunities lie within your customer base.

Live Session Specialization by Team: One session for the entire company.

Live Session Length: 60-minutes

Reinforcement:

- TBD based on company workflow. If structured trials and/or pilots do not exist, ClozeLoop can provide a template to add structure (contact your ClozeLoop representative for more information).



Generating Referrals (D.O.T.S. Framework)

Learning Outcome: Develop an effective way to ask for referrals.

Relevant Teams: All

Student Pre-Work: 10-minutes

- All Roles: Triangle Selling modules 48-49
 - How To Get Tons of Referrals
 - D.O.T.S. Framework: Demographics, Options, Traits

Management Pre-Work: None

Live Session Specialization by Team: N/A

Live Session Length: None - online ClozeLoop University only

Reinforcement:

- Include a means to track referrals in the CRM and make reporting on this field part of the management reporting package.
- ClozeLoop training reinforcement guide pages 26.