

Online Resources

The salesXpotential toolkit has been developed by CompTIA and gtslearning specifically for IT resellers. By purchasing the toolkit, in addition to the toolkit learning materials, resource CD and downloadable sales templates, resellers get 12 months access to the following online learning resources, delivered by CompTIA.

All of the sessions below support the content of the salesXpotential workbooks, but often go deeper into a subject and include real-world examples, experiences from industry sales personnel and additional tips and techniques.

Webcasts – live online learning sessions

These sessions will be delivered using the GoToMeeting online system. Users will need broadband internet access with sound cards in their PCs/Laptops. Specific login details will be given on the CompTIA website. Each session will last approximately 30 minutes. All Webcasts start promptly at 9am UK.

Date	Session
December 10	What makes a good salesperson? Tips, tools and techniques to help you identify, interview, evaluate and measure the attributes of a successful sales person.
January 14	The successful sales appointment A detailed look at what's involved in planning, executing and follow-up of an effective sales meeting with a potential client.
February 12	The Sales Process and The Funnel A look at identifying the specific steps involved in the sales process and what to look for/expect in each case to manage a sale effectively. This session will also introduce the concept of sales funnel and funnel management.
March 11	Objections – and how to handle them This session will look at the different ways objections can be handled and will give candidates tips and techniques to use in real-life sales situations.
April 8	Your top 3 sales challenges – your chance to request the support you need This session will allow salesXpotential users to say what their top sales challenges are, so CompTIA can develop or schedule appropriate material within the salesXpotential online resource centre.
May 6	Closing the sale This session will focus on different ways to identify closing signals, different ways to close and what to do afterwards to ensure that there is real follow-through.
June 10	Measuring Sales Performance This session will look at the basics of funnel/pipeline management, key performance indicators and individual sales performance management.
July 8	Consultative Selling This session will explore the different techniques and approaches that are effective in a complex sale, where the buying organisation/process is complex or where the solution being sold is itself complex and the sales cycle may be long.
August 5	Time Management and Sales Activity A real-life look at how time/activity management can make or break a sales person's performance.
September 9	Motivation How to get it, keep it, use it to your advantage!
October 7	Incentives, Reward & Recognition

Webcasts – live online learning sessions

	A look at systems and methods you can use to keep your sales staff generating positive results.
November 11	Strategic and Large Account Management This session will explore the different activities and techniques needed to penetrate and retain large accounts.
December 9	CRM Systems – how to use them to drive sales growth This session will explore how a CRM system can become the sales person's best friend and the sales manager's most powerful support tool.

Podcasts

– pre-recorded sessions that you can download as MP3/MP4 files and listen to in the car, as part of training sessions etc.!

These sessions will be pre-recorded and published on specific dates within the salesXpotential online resource centre web pages. Registered salesXpotential users will be notified by email as soon as a new podcast is available for download.

Date	Session
December	Lead Generation Systems – what to use and how to use
January	28 Marketing Mistakes (and how to avoid them)
February	Selling on benefits (and not features)
March	Customer referrals – free marketing!
April	Customer lifetime value – do you know what it is?
May	Product promotions – how to turn 'dead' stock into fast cash
June	Services as a product – new revenue from existing customers!
July	Competing with the big guys – strategies to put you ahead
August	WAYMISH – how to avoid it!
September	Marketing with AICDA
October	Attitude – you've got it, but is it the right one?
November	The Millionaire Mentality
December	Your opening statement (and how you follow it up)