

MODERN SALES FOUNDATIONS

BY  SPARXiQ



BINGEWORTHY SALES TRAINING



WELCOME TO MODERN SALES FOUNDATIONS

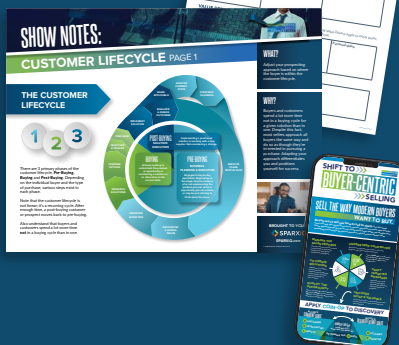
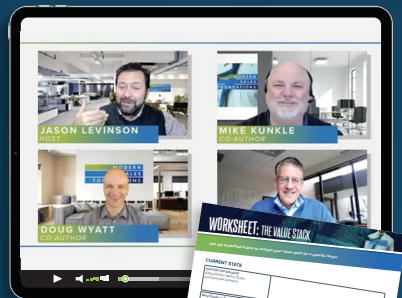


Modern Sales Foundations (MSF) is a virtual sales training program that you experience through binge-worthy video episodes.

MSF is built for today's complex sales situations and teaches you to engage today's buyers more effectively. It's a buyer-centric selling approach that helps you stand out and deliver exactly what your buyers need.

Built around proven approaches that separate today's top performing salespeople, MSF provides:

- ◆ An end-to-end sales training system
- ◆ Cinematic video training content split into digestible episodes
- ◆ Memorable effective frameworks that stick with salespeople
- ◆ A complete toolkit to ensure that the program delivers long-term performance improvement



Visit ModernSalesFoundations.com



Modern Sales Foundations is delivered unlike any other sales training program.

That's because its core concepts and approaches are brought to life in cinematic episodes that blend familiar formats from television and film.

The end result? A modern sales training that is as entertaining as it is impactful.

The most critical sales strategies and tactics are presented through the course of 26 modules, delivered in Hollywood-quality video and supported with resources to help you practice, apply, and master the skills

EPISODES

Each module of Modern Sales Foundations revolves around a 15-20 minute episode, which teaches and demonstrates the key skills for that module's topic.



MSF AFTER SHOWS

Following each episode, viewers dig deeper into the core concepts and models by watching the MSF After Show.

SHOW NOTES

MSF Show Notes help you reference and retain what you've learned in Modern Sales Foundations. These are visual, easy-to-use documents that summarize the key concepts of each module.

WORKSHEETS

Modern Sales Foundations includes interactive documents that help learners apply key concepts to their own prospect and customer situations.

MANAGER SUPPORT GUIDE

A complete toolkit that supports sales managers and trainers as they reinforce the training content and guide them to implement what they've learned.



Differentiate with Today's Buyers

Adapt your approach to add value for each buyer throughout the process.

Increase Win Rates

Build the case for your solution through discovery and value communication.

Build a Stronger Pipeline

Improve prospecting to convert more high-quality prospects to opportunities.

Strengthen and Expand Customer Relationships

Reinforce and expand the value you provide to maximize customer satisfaction and account growth.



BROUGHT TO YOU BY



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