BUSINESS DEVELOPMENT TRAINING

PROSPECTING SKILLS THAT FILL THE TOP OF THE FUNNEL

YOU WANT TWICE AS MANY OPPORTUNITIES, RIGHT?

Like you, thousands of inside sales teams have added Business or Sales Development Reps (sometimes called a BDR or SDR) to fill the top of their sales funnels.

But even with the best sales script, these reps struggle with:

- Finding new decision-makers
- Getting and keeping them on the phone
- Uncovering needs
- Closing for concrete next steps

Equip them with the skills and coaching they need to:

- Create more opportunities
- Score higher on conversation quality
- Improve discovery call show rates
- Increase lead to opportunity rates
- Double talk time

RingCentral

$200M improvement in lead]to]appointment close ratios in 30 days*

EXAMPLE OF WHAT'S COVERED

PROGRAM EXAMPLE 1	PROGRAM EXAMPLE 2	PROGRAM EXAMPLE 3
CONTENT	**CONTENT**	**CONTENT**
Leave messages that get returned twice as often	Find more names (the right ones) for each lead	Dig deeper to uncover customer value
Deliver an introduction that engages buyers	Qualify leads to create a smart plan of attack	Get buyers to make commitments
Overcome the brush off and get them talking	Categorize leads to work faster and smarter	Close confidently
Confidently ask questions to uncover opportunity	Recognize buying signals, transition and close.	Keep good leads alive for more attempts
Quickly and conversationally qualify		Overcome top 3 objections
OUTCOMES	**OUTCOMES**	**OUTCOMES**
More connects and talk time	Triple lead ROI	More opportunities accepted
Higher dial-to-close ratio	Higher lead : appointment ratio	Higher quality sales opportunities and show rate
Improve opportunity quality	More meetings/opportunities created	Increased revenue

Factor 8 provides access to over 40 skill development courses that customers use to implement their custom sales enablement programs*

WHAT WILL MY PROGRAM LOOK LIKE?

WORKSHOPS INCLUDE:

- ✓ Interactive eLearning Pre-Work
- ✓ Live Instructor-Led Training
- ✓ Sales Call During Training

FOR BEST RESULTS:

- ✓ 12-Month Training Event
- ✓ Blended Learning: Instructor-Led + eLearning
- ✓ Ongoing Manager Coaching
- ✓ Quarterly Leadership Updates
- ✓ Ongoing Skill Accountability and Observation
- ✓ Dedicated Advisor
- ✓ Monthly Office Hours for Mentoring
- ✓ Manager and Rep Certifications

WHAT SHOULD I EXPECT?

- ✓ Interactive and Super High-Energy
- ✓ Fun, Competitive Environment
- ✓ Customized Content
- ✓ Sales Results That Actually Stick

ASSESSMENT AND CUSTOMIZATION

ORGANIZATIONAL ASSESSMENT

Team assessment and needs analysis, facilitates module selection, class levels, product/service, and industry customization.

STUDENT SKILL ASSESSMENT

Students share current skills examples, TSB collects and analyzes examples, advisor provides initial feedback and uses learnings to drive module selection and recordings used in training.

BUILD CUSTOM ENABLEMENT PLAN

Custom 12-month skill enablement plan, defines what modules, coaching, reinforcement, and training is covered and when.

TRAINING TO MASTERY

LIVE INSTRUCTOR-LED

4-6 modules of instruction, live calls made applying tactics, client recordings, activities, role plays, and coaching.

THE SALES BAR [TSB]

Interactive eLearning, content updated monthly, includes call libraries, cheat sheets, coaching guides, and more!

VIRTUAL CLASSROOM

Remote instructor-led, client recordings, activities, role plays, and coaching.

REINFORCEMENT AND CERTIFICATION

THE SALES BAR

Course “Chasers” that reinforce skills learned.

ONGOING SKILL ACCOUNTABILITY AND OBSERVATION

Rep/manager skill assessment, observation: OTJ, on calls, coaching, training, identify need for impromptu coaching, skill labs, and prescriptive TSB courses.

ONGOING MANAGER-FOCUSED COACHING

Virtual or on-site, adoption-driven, 1:1, small group, or team inclusion.

CERTIFICATION

Reps and managers assessed for 6-12 months, certified upon course completion!

WHY EVEN HAVE CAKE IF YOU'RE NOT GONNA EAT IT?

Yeah, you need training, but wouldn't it be great if you could help make it even better with some of these tools? You CAN have your cake and eat it too!

LICENSING/TRAIN THE TRAINER
Ready to scale the team? How about save some dough? Certify your trainers to deliver Factor 8 curriculum to your entire staff and future hires. Best-fit for companies with teams over 75+ reps.

TOUCHPLAN^{SM}
Critical for teams with market penetration, account growth, or product/service growth goals! The Touchplan^{SM} is a call-by-call process to help reps systematically land and expand in accounts and territories. We go beyond the sales process to produce a custom document with call goals, talk tracks, requirements, and customer commitments for each step. This is a #**1 rep and manager favorite –** expect to see this laminated on every rep's desk within a month of its creation.

CAAS (COACHING AS A SERVICE)
For absent, new, or super-busy sales leaders who don't have the bandwidth or expertise to coach your sales team. One, two, or three remote sessions/month. Monthly leadership reporting. Side-by-side "triad coaching" to help managers take over.

EXECUTIVE ON-DEMAND
If you're launching new initiatives and wish you had access to a team of 20-year inside sales veterans to offer advice, poke holes, and highlight potential pitfalls, you'll love having Factor 8 Executives On-Demand. We'll scope the project and add the appropriate hours to your existing contract to help make your initiative a winner – without breaking the bank with expensive, long-term consulting projects.

CUSTOM CALL COACHING/QA GUIDE
A total must! The next step in helping managers provide great coaching is setting a consistent definition of good. Don't let this critical document and process take 6-12 months by tackling it internally. We'll use the Factor 8 "QA Wins" form your managers know from The Sales Bar + industry best practices and then add your custom sales process, methodologies, and talk tracks to quickly create your new standard form.

Factor 8 will create buy-in, avoid rabbit-hole discussions, keep the team on track, and bring the project home in half the time – even calibrating managers for consistent scoring. The final product is yours in soft copy to upload, train, coach, and edit for future roles and generations.

> **Your training is different because I go right back to my desk immediately, use it, and see the results.**
>
> - Rebekah K., Account Rep

REP CURRICULUM

MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Authentic (And Quick) Rapport Building	SDR/BDR AE AM ISR CS	Discover	Help reps get beyond the weather – and customer's automatic distrust by building fast and authentic rapport. We'll teach five proven methods to build faster and stronger connections, increase likability through commonality and move up the trust scale.
Business Acumen	SDR/BDR AE AM ISR CS	Prepare & Research	It's the sad truth that most college graduates don't enter our positions able to explain the difference between a CRO and CFO, or ROI and BEP. This means they lack confidence starting business conversations. This 101-level course helps them map out common roles in organizations, de-mystify common terms, better understand the roles and goals of business.
Call Bridging	SDR/BDR AE AM ISR CS	Propose	Call bridging is the art of gaining the next call before leaving the current conversation. Don't let Reps start the long process of connecting with prospects and customers from scratch every step! Bridging could be as focused as gaining a commitment and scheduling the next call, or simply giving oneself permission to call back for colder prospects. We'll work to make bridging part of every call-closing process – greatly increasing your pipeline velocity.
Call Goals	SDR/BDR AM ISR CS	Prepare & Research	Have Reps touching base (or similar offenses?) Need help mapping out a call-by-call sales process to help land and/or expand accounts? We'll listen to actual calls from the POV of the customer and outcome, and then work together to set new chronological outcomes, talk tracks, and closes for each touch. The outcome is a customized "Touchplan℠" that serves as the foundation of your sales process and an invaluable tool for sellers (seriously, they laminate it).

REP CURRICULUM

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Capture Contacts	SDR/BDR AE AM ISR CS	Prospect	Whether you're prospecting or penetrating, you probably aren't talking with all the players in your account / prospect. We teach Reps to act as Private Investigators and add new decision makers & influencers to accounts by dialing the phones (not spending all day on the Internet). Don't let your engagement tools keep you talking to the wrong people, or your lead lists' stale data stop you from landing key accounts! You'll add 50-100 new names & full contact info before class is over!
Closing Confidently	SDR/BDR AE AM ISR CS	Close	Only 10% of customers will close themselves – but most Reps lack confidence to ask for the sale. In fact, research shows that closing on the first call is as important as the last. We will break down the "whys", cover types of closes that work, and help Reps find their go-to closing statements or questions that build "muscle memory" and confidence closing.
Demos That Don't Suck	AE ISR	Propose	If your Reps are giving the same demo to every prospect, you could have a problem. Do they know what to do with their mouse? When and how often to ask questions? What and how to customize? If you haven't provided demo training, you probably have some common offenders. 1:1 feedback provided. Improve customer experience and closing percentages.
Engaging Your Customers	SDR/BDR AM ISR CS	Prospect	Wouldn't it be great if customers left our sales calls excited? Like edge-of-the-seat, can't WAIT for the meeting excited? If Reps sounding robotic, start here. We'll go beyond rapport to build customer engagement throughout the call as we rate call recordings on the Engage-O-Meter. We'll teach Reps to recognize and boost customer engagement – guaranteeing better follow-up calls and closes.

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Expert and Empathetic Listening Skills	SDR/BDR AE AM ISR CS	Close	Not your 101-level listening course, we teach how listening helps sales, we find our own personal barriers, and teach strategies to improve + a listening framework and fast techniques to improve. Help reps get more conversational and connected with customers, weave in empathy where appropriate, and leverage expert listening skills for expert sales skills.
Gaining Referrals	SDR/BDR AE AM ISR CS	Farm	Have history in your accounts? Maybe even relationships? We'll teach Reps to leverage past success straight into their next win—an order, a partnership, or a referral. Then we'll get on the phones and collect wins. Referral business closes faster, stays longer, and spends more. This course gives your team the framework and the confidence to get more!
Gaining Referrals 201	SDR/BDR AE AM ISR CS	Farm	Get better referrals by improving your ask! Gain e-intros just the way you want them, joint calls, and rave reviews to speed up your time to booked meeting (and close!) We'll share how to round the bases to a homerun + sample scripts and asks to make the base-running smooth and easy.
Getting Deals Moving	SDR/BDR AE AM ISR CS	Propose	This course will prove that every single sales call can and should be closed – for a customer commitment! When we get customers saying yes to next steps, action items, even just the next meeting, it speeds the sales cycle and increases customer mindshare. Bonus: Reps get in the habit of asking for the close – whatever level it is!

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MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Growing Account Revenue	AM ISR CS	Farm	Help Account Managers get strategic attacking their book of business! We'll teach when and how to sell wider and deeper by having higher-level business conversations – not just making friends and taking orders. After qualifying and categorizing accounts based on growth, we'll create custom plans for their high-potential accounts and build confidence having the conversation. Look for product / service growth, category growth, contact, department, & location growth - in addition to spikes in activity and passion from your most tenured team.
Messages That Get Returned	SDR/BDR AE AM ISR CS	Prospect	Less than 1/3 of Reps consistently leave messages, and over 80% of those aren't returned. This class teaches voicemail strategies that work while helping Reps craft four custom messages. Expect double or triple returned calls – that's 5-10 more conversations a week – or another entire selling day!
My Role as a Consultative Seller	SDR/BDR AE AM ISR CS	Discover	Shifting sales priorities to account-based management? Inbound to outbound? Hard close to value selling? This class gets Reps in the right mindset for their role and crystal clear on goals, expectations, and the customer interactions they'll need to win as a true business consultant.
Overcoming Objections	SDR/BDR AE AM ISR CS	Close	Objections are part of every sales process, and our course helps Reps learn to welcome them as a roadmap to the close. We'll teach a four-step process to use with any objection to reduce defensiveness, dig into the questions behind the objection, answer it and close. Count on Factor 8 to help with responses to your most common sales objections to build Rep confidence!

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MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Overcoming The Brush-off	SDR/BDR AE AM ISR CS	Prospect	“Not Interested.” We’ve all heard it. Where do we go from here? NOT the same place as we do to handle an objection. Brush-offs happen when they aren’t expecting our call and don’t know enough to object. We’ll teach Reps how to pivot and get customers talking to salvage the opportunity and keep the lead alive – without getting defensive and ensuring they never take our call.
Own Your Sales Day	SDR/BDR AM ISR CS	Prepare & Research	Created by popular demand from your Managers! Our Rep-version of the Management course “Own Your Day” helps Reps create strategic day plans based on best times to call, best-practice to-do lists, calendar blocking, activity-chunking and more. We’ll even help them prioritize daily demands by determining their importance (related to hitting goal) and urgency (time-bound), helping you maximize your investment by making Reps more productive.
Planning for Prospecting	SDR/BDR AE ISR	Prepare & Research	Out-bounding reps will walk away with a new respect for and desire to prospect! We’ll create lists of what we really need in our pre-call plan, set speed goals for completing it, and test our skills with hands-on drills. CRM documentation is covered, and best practices shared.
Proposing with Value	SDR/BDR AM ISR CS	Propose	At some point, it’s our turn to talk. We teach you how to summarize needs & value and then match your solutions. Next, we work on educating the customer on features, functions and benefits that relate to their values.

REP CURRICULUM

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Qualify and Categorize	SDR/BDR AE AM ISR CS	Prepare & Research	The most strategic sellers “sales-qualify” their accounts (not a lead score, a sales potential score!). Stop letting Reps leave 20 touches for customers who aren’t worth one. Similar to Capturing Contacts, we teach Reps to work the phones to find out if this account is an “A” or a “D” and how to attack each. This class is about “win fast lose fast” and Reps emerge more efficient, more strategic, and fired up about their plan of attack for top accounts. A total game changer.
Question Like a Pro	SDR/BDR AE AM ISR CS	Discover	If what to ask is the science, how to ask is the art, and junior Reps or those transitioning to virtual can come off like survey administrators. Even worse? Robots. We go well beyond open and closed questions into techniques to turn scripts into conversations, follow-up questioning, empathetic questioning, strategic questioning and more. Recommended before Explore for Opportunity.
Running a Killer Sales Meeting	AE ISR	Discover	Sales presentations feeling a little flat? Reps struggling with a virtual setting? We’ll break down the worst meeting mistakes by playing bad meeting BINGO and then work together to improve our agendas, introductions, meeting control, virtual setups and more.
Selling with Stories	SDR/BDR AE AM ISR CS	Close	Storytelling is sales gold. We’ll cover why, how, and what stories to have ready. New Reps? No problem, we’ll teach creative ways to source stories and make them our own. By the end of the module, Reps will be armed with at least 3 robust (and true!) stories to help engage customers and get them listening to your message through stories.

REP CURRICULUM

MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
SWIIFT℠ Discovery Dialogue	AE AM ISR CS	Discover	Great discovery yields more than basic gaps and rapport. It tells us client priorities, personal motivations, and even the cost of doing nothing. This is discovery 301 where we craft advanced questions that give sellers a roadmap to the sale and get prospects closing themselves!
SWIIFT℠ Introductions That Work	SDR/BDR AE AM ISR CS	Prospect	Grab their attention in the first 10 seconds with introductions that work for inside sales. Using customer value, levers, and the right type of questions, you can double your selling time.
SWIIFT℠ Value Statement	SDR/BDR AE AM ISR CS	Prospect	It used to be an elevator pitch, but phone sales requires your "value prop" to be over before the elevator doors even close. We'll translate marketing messaging into a short, powerful, and conversational "SWIIFT℠ Pitches" that Reps can deliver instantly and confidently – without sounding like pushy sellers.
Transitioning to Close	SDR/BDR ISR	Propose Close	Once we get Reps out of the habit of premature pitching and into the role of asking questions and engaging prospect, they often struggle with steering back to the sales process. We'll cover buying signals and transition statements that help Reps steer the conversation to a close. Especially important for BDR/SDR Reps transitioning to an AE appointment or demo.

REP CURRICULUM

MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Uncovering Sales Opportunities	SDR/BDR AE AM ISR CS	Discover	Gets Reps asking more questions (vs. the “show up and throw up” pitching!). They’ll come out asking at least five standard questions to uncover the need for your solution on every call. Lack of discovery is one of the most common sales sins, and it stops here. eLearning teaches the concepts and custom live training helps create the right questions to get at the root of your sales opportunity.
What Customers Care About	SDR/BDR AE AM ISR CS	Propose	If uncovering needs are the “what,” customer value is the “how and why.” By understanding the six core business motivators and mapping them to your buyers, Reps know what levers to pull to differentiate, gain attention, and propose solutions that sell. We’ll craft questions that help Reps connect on a value level with their prospects to learn what’s most important to them – and exactly what they’ll need to close.

MANAGER CURRICULUM

MODULE	DESCRIPTION
Call Coaching 101	The vast majority of managers are not natural coaches. This course helps us tackle the two most common "Coachastrophes" that cause reps to leave call coaching sessions deflated. We'll focus on improving the coaching interaction by making it more interactive, more positive, and more rep-focused. Managers will look forward to coaching sessions, and reps will leave feeling of confident and excited to dial.
Call Coaching 201	The stats show a discrepancy between how often reps feel coached and how often we think we're coaching. By the end of this course, managers will have a prioritized list of who on their team to coach how often and why, and a schedule they're ready to execute AND maintain.
Call Coaching 301 (Live Only)	The final step to managers certifying as call coaches, this session is full of role play, feedback, and best practice sharing.
Developing Your Team	As a manager, it's our obligation to help our reps grow! This class dives into our role before and after formal training, low-cost / no-cost ways to develop ourselves, words and actions that inspire, and the Factor 8 tools that make it fast and easy for us. Leave with an action plan for the month and a vision of best in class.
Driving Performance with Goals	There's more to goal setting than being SMART. This course covers the often baron land between metrics and goal, and how to translate the big goals into milestones, KPI's, behaviors and tasks. We'll cover levers we can pull to motivate and the art of stretch goals.
Essential Manager Meetings	Everyone loves a sales meeting, right? RIGHT? Managers will build a sales management process / cadence that moves them from reactive to proactive. We'll cover what are the important interactions, how often to have them, what needs to be prepared, and who should attend. Leave with a monthly calendar that keeps everything on-track.

MANAGER CURRICULUM

MODULE	DESCRIPTION
Having Difficult Conversations	Having difficult conversations is a part of every sales manager's job, a tough part. Arm yourself with our E-COACHN℠ model and some tips around who, what where, when, and how to have these talks. Add lots of role play and managers leave feeling much more confident doing the hard stuff.
Hire Like a Rockstar	We know that identifying and hiring top talent can be a game changer for every sales organization, but what criteria are important you, your team, and organization? We'll identify the critical knowledge, skills, experience, attributes and abilities for success in your company, how to uncover each, and build a matrix for best practice hires at your organization.
Own Your Day	Being a front-line sales manager is one of the most difficult jobs in sales – we run in circles while putting out fires only to find ourselves working later and later each day. Learn how to focus on the difference between important and urgent, get proactive, and protect your time in your manager cadence.
Performance 1 on 1s	These critical touch points can often fall flat. We'll dive into what to cover, reports needed, how to engage and connect beyond the numbers, and how to show up as a coach. This meeting is a valuable opportunity to engage our team and do more than reviewing performance. This course will expand the meeting agenda to engage the entire person and set smart goals for next period plus underline the importance of documentation.
Sales Huddles	Ready for a quick and effective sales meeting that reps are excited to attend? This class helps managers keep it fresh, focus the team, and set the tone for a great selling day.
Sales Pipeline Foundations	A well managed and healthy pipeline can be one of the best tools in a sales manager's arsenal. This course will cover how each level uses the pipeline, important terms, and outline a five-step process to check for optimal pipeline execution. A critical step to improving forecasting, we'll get everyone on the same pipeline page and arm managers with techniques to keep those pipes healthy and clean.

MANAGER CURRICULUM

MODULE	DESCRIPTION
Sales Strategy Meetings	Helping reps hit goal comes in many forms: deal strategies, territory strategies, account strategies, and lead strategies. We'll cover which is what, when to have them, and ideas on levers to pull to win.
The COACHN℠ Model	Imagine having a play book for running the best meetings –every meeting. The COACHN℠ Model reduces meeting prep time, ensures every interaction is impactful, and helps us show up like a Coach vs. a Manager. Look for the COACHN℠ Model in all Sales Manager Meetings training.
Your Role as a Sales Leader	Help managers shed their Rep-level activities and mindset and set personal goals for the kind of leader they want to be in your organization. They will raise the bar on their management role model, learn more about the best-in-class Sales Manager and Director role, and how to spot a leader who is struggling. If it's time to let go of old rep-level duties and paradigms, this course will provide a vision and an action list to get there.

NEXT STEPS

STEP ONE

ASAP

Let's talk about your team and goals to determine the right program for you and what we'll customize.

STEP TWO

2 MONTHS BEFORE

We'll complete a scope of work and lock in your dates. We recommend booking our sales representative programs ASAP. Our calendars are typically booked 2+ months in advance.

STEP THREE

ONE MONTH BEFORE

We collect baseline sales data and listen to calls to create your custom workshop and integrate the voice of your customer.

STEP FOUR

ONE WEEK BEFORE

A final leadership review and kickoff call to get your team aligned and excited.

GOT QUESTIONS? READY TO GET STARTED? WANT MORE INFORMATION ON OUR CUSTOMIZABLE SALES TRAINING PROGRAMS?

EMAIL US AT INFO@FACTOR8.COM TO REQUEST MORE INFORMATION AND TO SCHEDULE A CALL.

FACTOR8

Sales Training Designed By Sales Leaders