



Sales Systems Master Class

Course Description:

Sales System Master Class is a comprehensive coaching program designed to enable a business owner to develop and implement a suite of internet-based business development systems.

It takes a multi-faceted approach to creating consistent, high quality sales with the most loyal and reliable customers possible.

It does this by integrating people, processes and software into a strategic combination which is self-regulating and requires a minimum of stress and supervision.

Learning Mode:

80% One-to-One contact time with the Systems Coach in the clients premises.
20% Group contact time with the Systems Coach in a class room environment.

Course Duration

64 hours (Maximum) over 7 months.

Expected Outcome:

A customised collection of integrated systems and processes, that meet the development goals of the client business.

Course Benefits:

- ✓ Maximised Internet Lead Generation
- ✓ Maximised Internet Sales
- ✓ Automated Customer Management
- ✓ Automated Lead Generation
- ✓ Streamlined Work Flows
- ✓ Documented Systems
- ✓ Documented Position Descriptions
- ✓ Automatic Communications Management
- ✓ Excellent Customer Management
- ✓ Efficient Sales Force
- ✓ Lean Inventory Management
- ✓ Sustainable Cash Flow
- ✓ Scalable Business Processes
- ✓ Fulfilled Business Goals



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Course Contents:

1. Corporate Values (4 hours)
 - a. What are values?
 - b. Are Business values and Personal values different?
 - c. How do values affect Internet Systems?
 - d. Identifying Corporate values

2. Corporate Integrity (4 hours)
 - a. What is integrity?
 - b. Personal Integrity
 - c. Corporate Integrity
 - d. Integrity with Employees
 - e. Integrity with Suppliers
 - f. Integrity with Customers
 - g. Integrity review

3. Internet Systems Overview (4 hours)
 - a. What is an "internet presence"?
 - b. "Hosted" versus "PC-Based" tools
 - c. Web Site Management tools
 - d. eMarketing (Lead Generation) tools
 - e. eCommerce tools
 - f. Customer Management tools
 - g. Communication Management tools
 - h. Integrity, Systems and People

4. Goal Setting (4 hours)
 - a. Values re-visited
 - b. Goals are driven by Values
 - c. 30 day goals
 - d. 60 day goals
 - e. 90 Day goals
 - f. 12 Month goals
 - g. Identifying Corporate Goals



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5. Prospecting Systems (8 hours)
 - a. Office-based Prospecting
 - b. Internet-based Prospecting
 - c. Pay Per Click Marketing
 - d. Affiliate Marketing
 - e. Syndicated Article marketing
 - f. Social Networks
 - g. Email Marketing
 - h. Establishment of your system(s)
 - i. Documentation
 - j. Testing

6. Lead Generation Systems (8 hours)
 - a. Email
 - b. On-Line Forms
 - c. Surveys
 - d. Affiliate Marketing
 - e. Blogs
 - f. Product – “Click-Call”

7. Customer Relationship Management (CRM) Systems (8 hours)
 - a. Office-based Leads
 - b. Internet- based Leads
 - c. Product - “Sugar”
 - d. Product - “SalesForce”
 - e. Product - “vTiger”
 - f. Product Establishment & configuration
 - g. Testing

8. Sales Management Systems (8 hours)
 - a. Working with a CRM
 - b. Quality Control
 - c. Customer Feedback Process
 - d. Loyalty reward systems
 - e. System establishment
 - f. Process Documentation
 - g. Testing

9. Post-Sales Systems (8 hours)
 - a. Customer Survey process
 - b. Loyalty reward process
 - c. Referral reward process
 - d. Affiliate reward process
 - e. System establishment
 - f. Process Documentation
 - g. Testing



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10. Communication Management Systems (8 hours)

- a. Customer Categorisation
- b. CRM Systems
- c. Email
- d. SMS
- e. System establishment
- f. Process Documentation
- g. Testing

11. Web Site Management Tools

- a. Web Site Designers
- b. Content Management Systems (CMS)
- c. Product - Joomla
- d. Product - Drupal
- e. System establishment
- f. Process Documentation
- g. Testing