

Sellers' Compass™ Training: Decode Your B2B Customer

“Getting trained on Sellers' Compass™ techniques gives marketers a very clear starting point and path forward to drive more revenue through customer-centric campaigns, compelling content and demand generating programs. The bottom-line is the workshops are very hands-on, highly interactive a worth a day out of the office – definitely time and money well spent”.

VP Product Marketing,
Rimini Street

How much more revenue can you drive if you knew what motivated prospects?

How would you change if you know exactly what your prospects expected and how to gain their trust?

Marketers know their roles will change, how would you if you knew how to become customer-centric?

In this highly interactive, hands-on training, you will learn how to quickly develop an actionable, “outside-in” understanding of your customers’ actions, their expectations, and key decision trigger points that shortens sales cycles. From our work decoding Fortune 500 and SMB B2B companies purchase decision journeys coupled with tools from the Sellers' Compass™, you'll learn:

- **How to quickly decode and operationalize customer journeys** by learning the fastest ways to discover and act on your customers’ engagement expectations.
- **How to spot interactions that are slowing down your sales cycle** by knowing how to handle those driving churn and lost sales.
- **Tools by working with your own or a real-world case study** in group and individual exercises.
- **Build executive buy-in for customer-centric sales and marketing** by positioning customer-journey programs in ways they'll want to support and fund them.

Included in each participant’s course registration fee is 2 hours of check-ins and coaching for 45 days following the completion of the course.

What Will I Learn?

Morning
Changing Buyer-Seller Dynamic
Introduction to Sellers' Compass
Journey Mapping Methods
Mapping Your Customer Decision Journey
Afternoon
Spotting Key Moments of Truth
30 Uses of Journey Maps
Gap Analysis & Blueprint for Action
Building the Business Case

“We’re using the Sellers’ Compass as a foundation to build our content strategy AND mix initiatives. This is really about understanding your customer, their needs, buying process and decision making that gets to an outcome. Without it we can only GUESS what that is.”

Dir. Demand Gen
Lithium

Who Should Attend?

Demand Generation	Field Marketing
Corporate Marketing	Customer Success
Digital Marketing	Influencer Marketing
Inside Sales/SDR/BDR Team Leaders	Sales / Marketing Ops

What Is the ROI from this course?

At the conclusion of the course and from ongoing use of what you’ve learned, you’ll be able to:

- Conduct a gap analysis to identify how to increase lead velocity by 40%.
- Identify how to increase marketing generated pipeline by 40%.
- Increase marketing ROI by 30% by correcting misaligned spend.
- Gain executive support for new customer-centric programs.

What is the price?

Our public in-person courses are **\$795 per person** / per course.

Discounts:

- If three or more people from the same organization register for a course, each will receive a \$150 discount per course.
- If you register for multiple courses during the same event, you will receive a \$100 discount per course.



We Listen. | We Craft. | We Deliver.

Sellers' Compass™ Training: Decode Your B2B Customer

For Training FAQs: <http://www.newbizs.com/consulting-services/sellers-compass-training-faqs/>

Upon completion of this course you'll receive a certificate. Complete all three courses of the Journey Curriculum and you'll become certified in the Sellers' Compass – Journey Stage methods.

Each course participant is automatically enrolled in the Sellers' Compass Alumni Club, a private community. Membership includes access to non-public webinars, tools, networking works, and discounts on future courses.

Interested in a customized on-site version of this course for your organization?

Please contact us at 415 309 7017 or at training@newbizs.com

How to Register?

Contact us at training@newbizs.com or 415.309.7017

New Business Strategies

415.309.7017

www.newbizs.com

©2000, 2014 by NBS Consulting Group, Inc. d/b/a New Business Strategies™. All rights reserved. For informational purposes only. New Business Strategies makes no warranties, expressed or implied. All trademarks, product and company names should be considered the property of their respective owners.

About New Business Strategies

New Business Strategies helps companies turn customer engagement into their biggest sales and brand differentiator. Our Sellers' Compass tools and services layout practical and measurable paths to knowing your buyer, taking the guesswork out of how to market and sell to them as well as how to align your people, processes, technology to meet their expectations. Based in Silicon Valley, CA, and Fort Lauderdale, FL, we have a proven track record and the tools to that help companies accelerate their growth and ROI rates as well as achieve higher customer loyalty rates.

To learn more visit us at www.newbizs.com or connect with us at +1 415.309.7017