



Training and Mentoring of International Sales Teams in the Hi-Tech Formación y Capacitación de Ejecutivos de Venta Internacional

הדרכה ולייווי של צוותי מכירות בינלאומיות בענף ההי-טק

4X4 Quantum Leaps - The Building Blocks

From Vision to Strategy	Customer Acquisition Strategy
Action Driven Marcom	Beyond the Basics

4X4 – The Program

<p><u>From Vision to Strategy</u></p> <ul style="list-style-type: none"> • Niche Identification and elimination of non-core activities • Sweet-Pot Products and Packaging • Segmentation - Mapping and Mapping-Out • Differentiation & Positioning • Value Offer & UVP – Unique Value Proposition and the Art of Storytelling 	<p><u>Customer Acquisition Strategy</u></p> <ul style="list-style-type: none"> • Creating Sales Funnel • The 7 Pages Launch • Referral Network • Joint Ventures
<p><u>Action Driven Marcom</u></p> <ul style="list-style-type: none"> • Sales Pitches • Mailing • Presentations • Overcoming Objections • Telemarketing Scenarios 	<p><u>Beyond the Basics</u></p> <ul style="list-style-type: none"> • Sales2.0: Automatic and Semi-Automatic Sales • Adjustments • Leads Generation and Enrichment • Your Personal Touch

And remember: Keep your **spirit high** and your **burn rate low**