

HUEYA

# DIGITAL ACADEMY

SALES  
MASTERY



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# **SALES MASTERY ACADEMY**

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**3- FULL DAY PROGRAM**

**VIRTUAL INSTRUCTOR-LED**

**CUSTOM CONTENT**

**LEARNING KIT**

**GROUP DYNAMICS**

**FINAL ASSIGNMENT**

**01** Intrapreneur Sales  
Mindset

**02** Prospecting for  
High Conversion

**03** Building Customer  
Trust

**04** Growth & Performance  
Strategy

**05** Virtual  
Selling

**06** Enhanced Customer  
Experience

**07** Final  
Assignment

**OVERVIEW**

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# 01

## Intrapreneur Sales Mindset

- Create a culture of project ownership and innovation to drive more conversions
- Leverage entrepreneur methods to drive results
- Develop a system for testing ideas to mitigate risk while optimizing innovation
- Build team accountability and commitment

# 02

## Prospecting for High Conversion

- Learn how to identify and organically engage with audiences (lead generation)
- Effective social listening for social sharing
- Establishing brand guidelines and resources for consistency and alignment
- Formats (video, email, social, etc) for selling confidence

# 03

## Building Customer Trust

- Identify the primary tools of rapport and how they translate digitally
- Learn “state management” to build influence
- Create and sustain interest through virtual tools
- Create digital congruency to close more deals
- Protect product positioning and price in negotiation
- Bring customers from awareness to conversion faster through effective storytelling

# 04

## Growth & Performance Strategy

- Map the customer journey to identify win opportunities
- Create internal customer advocate teams through a Team Selling Playbook
- Deploy strategy for training non-sales team members on key plays
- Surface unrecognized needs to build new business opportunities through solution-sales mapping
- Enhance channel partner relationships through strategic growth planning

# 05

## Virtual Selling

- How to set up, begin and end the meetings for conversions
- Staying on track and in the moment
- Create camaraderie in virtual environment
- Overcoming client challenges with ease in a virtual landscape

# 06

## Enhanced Customer Experience

- Build a sales culture of loyalty and service to increase return rates and to constantly create new opportunities
- Generate the right client solutions and ensure service delivery remains on track
- Craft best practices and use cases for consistency in delivering on customer expectations

# 07

## Final Assignment

- Attendees will build a prospect list based on virtual selling tools delivered in the courses and create an action plan
- Personal Brand: Students will be guided through the creation of their personal brand, required to align with business guidelines
- Account Goal Setting: Students will set SMART goals for their two focus accounts aligned with their Solution Sales Map

# MEET YOUR TRAINER!

## ROSSANA CORNIEL



Rossana is an award-winning strategist with over twenty years of combined professional experience, starting with her service in the U.S. Air Force as a photojournalist. She has held senior level positions in Marketing & Communications roles at DHL and Havas Media International, and has overseen the business development, strategic planning and execution for brands like Diageo, Mars, LVMH, Red Bull and more.

She's a certified executive coach that brings together her military, corporate and coaching experience to train individuals and organizations that want to scale their businesses, while increasing their impact and income.

Rossana received an MBA from UM in 2004, has industry-specific certifications and has delivered online content to over 100,000 users over the past year, with 2,500+ downloads of her eBooks on Confidence and Mindfulness.