SALESFIGHT ACADEMY

DEVELOPMENT PROGRAM

Trainings That Build a Performance-Focused Sales Culture Driven to Win

www.salesfightacademy.com

1 DAY SESSION

New Business Growth through Confident Calling™

A complete prospecting system that makes outreach both relevant and productive

Learning Goals

Strengthen the ability to reach the right contacts, spark engaged conversations, uncover value-driving needs, and turn initial calls into real opportunity creation.

Target Audience

For sales teams seeking to increase new customer acquisition through structured, confidence-building outbound activity.

Prerequisite / Prework

Participants should prepare a brief summary of how they currently segment their territory to share with the class.

Indicative Outcomes

Improving outbound confidence helps teams generate more first conversations and create a steady stream of early opportunities, expanding the pipeline and building a momentum that makes uncovering new business increasingly rewarding.

+30%
Opportunities created from interactions

x3
More calls made during the week

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CHALLENGES

Cold-calling activity is a critical lever for new customer growth, yet many reps hesitate to reach new contacts because outreach feels intrusive, rejection feels personal, and bypassing familiar relationships feels disloyal. This hesitation limits their ability to create new business without existing leads or direct customer introductions.

SOLUTIONS

By reframing cold calling as a customer-focused activity, sellers build resilience, open conversations with clarity, uncover needs with insightful questions, and respond to objections with control. Structured preparation, activity models, and team-based practice turn outreach into a confidence-driven habit that feels surprisingly motivating.

PROGRAM CONTENT

1. **Macro & Micro Segmentations**
Learn to segment territories into clear, actionable clusters so outreach feels purposeful, targeted, and aligned with where real first conversations can begin.

2. **High-Clarity Self-Introduction**
Develop introductions that clarify who is calling, the purpose of the call, and what is relevant to the listener, building quick trust and reducing hesitation in first conversations.

3. **Asking Insightful Questions**
Gain techniques that elevate questioning beyond surface-level needs, uncovering motivations, risks, and measurable outcomes that shape the buying direction.

4. **Overcoming Objections with Intent Awareness**
Learn objection handling techniques that reveal the prospect's intent before responding, enabling calm, grounded conversations that keep the call moving forward.

5. **Practical Roleplays and Real Cases**
Apply the full prospecting system through cold-call roleplays that strengthen resilience, sharpen openings, and increase conversion from first contact to secured meetings.

1 DAY SESSION

New Opportunities through Executive Access™

A proven method to navigate senior-level conversations and open new opportunities

Learning Goals

Strengthen the ability to engage senior leaders, elevate conversations to executive priorities, and connect the offer to measurable business outcomes.

Target Audience

For sales teams seeking to expand executive access and connect with initiative owners driving future opportunities.

Prerequisite / Prework

Participants should bring a representative account with no executive access to use for public information research and role-play.

Indicative Outcomes

When teams develop stronger executive access, they secure broader stakeholder alignment, uncover new opportunities to expand within the account, and involve executives earlier, reinforcing confidence in the eventual approval.

+50%
Increase in expansion opportunities

x3
More executive-backed opportunities

CHALLENGES

Many salespeople struggle to reach executives because they get bottlenecked by procurement or other functional departments acting as gatekeepers. With access limited to these groups, insight into real business priorities disappears, limiting new opportunity discovery and leaving late-stage deals at risk without executive backing.

SOLUTIONS

Developing stronger business acumen and applying a structured executive engagement approach enable salespeople to speak the language of senior leaders, initiate outcome-focused conversations, and secure introductions from executives to the business-initiative and strategy owners who drive real decisions.

PROGRAM CONTENT

1 **Developing Business Acumen**
Learn how companies operate, what drives leadership decisions, and how strategic priorities form to enable outcome-focused executive dialogue.

2 **Selling Business Outcomes Instead of Features**
Move from product talk to outcome-led value messages by building the skills to uncover executive goals, the risks they face, and how the offer can move their business forward.

3 **Researching Executive Profiles and Priorities**
Research an executive's role, background, and the results they are accountable for to create conversations that feel relevant and credible.

4 **Preparing Executive-Level Questions**
Create a structured set of questions for executives and initiative owners that uncovers their priorities, risks, and desired results, enabling deeper strategic conversations.

5 **Practical Roleplays and Real Cases**
Apply the full method through practical roleplays that mirror senior-level conversations, practicing how to discuss business value to help expand influence across the account.

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1 DAY SESSION

Higher Win Rates through Insightful Discovery™

A discovery flow that lets customers feel they co-shaped what leads to their success

Learning Goals

Strengthen the ability to validate assumptions, ask insightful questions, and uncover the motivations and risks that reveal what truly matters to the customer.

Target Audience

For sales teams seeking to strengthen their discovery flow and advance opportunities from the customer's perspective.

Prerequisite / Prework

Participants should prepare four discovery questions they use to uncover customer priorities and validate assumptions.

Indicative Outcomes

Strengthening discovery fundamentals helps teams stay aligned with how the customer plans to buy and creates clarity that increases deal success by giving customers confidence the direction is built for their benefit, not preconceived ideas.

+70%
Increase in win-rate potential

x4
More insights validated and captured in CRM

CHALLENGES

Discovery often starts from assumptions that have not been confirmed, shaping conversations around what the seller expects instead of what the customer actually prioritizes. This keeps discussions too superficial, prompting premature solution talk and leaving opportunities stalled or lost to competitors who explored the real issues more clearly.

SOLUTIONS

Improving discovery skills enables sellers to confirm assumptions, explore motivations and personal risk, and understand what truly matters to the customer. This clarity prevents premature solution pitching and supports opportunity progression aligned with how the customer intends to buy, giving them confidence in their decision.

PROGRAM CONTENT

1. **Validating Assumptions with Customers**
   Map what the customer aims to achieve and what holds them back so assumptions become clear hypotheses that can be confirmed and turned into validated facts.

2. **Asking Insightful Questions**
   Gain techniques that elevate questioning beyond surface-level needs, uncovering motivations, risks, and measurable outcomes that shape the buying direction.

3. **Setting Competitive Traps**
   Use discovery conversations to expose competitor gaps while helping customers verify for themselves the risks of choosing alternatives in a way that protects their own interests.

4. **Aligning with the Customer Buying Journey**
   Understand the ringi-driven consensus process, identify decision-makers and influencers early, and align each stage of the opportunity with how the customer actually buys.

5. **Setting Opportunity Strategies**
   Build opportunity strategies rooted in validated insights, stakeholder alignment, and competitive positioning, enabling more predictable deal progression.

SALESFIGHT ACADEMY

Successful Negotiations with Peace of Mind™

A structured approach that simplifies negotiation preparation and strengthens control

Learning Goals

Build greater confidence, maintain composure under pressure, and secure more reliable negotiation outcomes in complex commercial situations.

Target Audience

For sales teams and managers seeking a shared framework to improve customer negotiation outcomes.

Prerequisite / Prework

Participants should prepare four typical objections they encounter during negotiations.

Indicative Outcomes

When companies adopt a common negotiation framework, commercial discipline strengthens, contributing to more controlled discounting, healthier margins, and a more stable foundation for reliable forecasting.

+30%
Higher average deal margins

x2
Greater forecasting reliability

CHALLENGES

Negotiation often becomes unbalanced when salespeople hold back to protect the relationship, especially as customers change tone or push harder to gain an advantage. This hesitation triggers uneven discussions where discounts appear too quickly and the value of the offer goes undefended.

SOLUTIONS

A simple, structured approach keeps negotiations logical and controlled, enabling salespeople to stay composed, communicate value with clarity, and apply the method consistently in real situations for stronger, more reliable outcomes.

PROGRAM CONTENT

1. **Setting Clear Targets**
   Learn how to set negotiation targets using the customer's perspective, then define an efficient walk-in and realistic walk-away to stay in control of the process.
2. **Responding to Customer Pressure**
   Learn how to handle customer negotiation tactics by balancing a strong value message with the risks of not proceeding, staying calm as demands become firmer.
3. **Objection Handling in Negotiation**
   Master objection handling to re-anchor the conversation logically, stay in control when pressure increases, and defend value through confirmed customer priorities.
4. **Gradual and Structured Concessions**
   Learn how to build and execute a step-by-step concession plan that protects margin, avoids unnecessary giveaways, and strengthens negotiation credibility.
5. **Practical Roleplays and Real Cases**
   Apply the full method through practical roleplays simulating realistic customer pressure, enabling participants to gain confidence and stability in high-tension situations.

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Advanced Skills Training

½ DAY SESSION

Questionning Techniques Mastery™

Advanced questioning techniques that reveal detailed customer insight while keeping conversations natural, efficient, and purpose-driven.

½ DAY SESSION

Objection Handling Mastery™

A complete set of objection-handling patterns with intent-discovery questions and prepared responses for the most common customer objections.

½ DAY SESSION

Customer-Centered Presentations™

A presentation method built entirely from the customer's perspective, shaping value messages that resonate with operational teams, strategic leaders, and executives.

1½ HOUR SESSION

Peer Learning Skills Mastery™

Training sessions where managers and reps exchange experiences, explore sales techniques for engaging customers, and practice skills that strengthen daily execution.

PIERRE THOMELIN
Principal Sales Trainer

Pierre Thomelin brings over twenty years of sales leadership and enablement experience, deeply rooted in both Japanese and global B2B sales cultures. Fully proficient in Japanese, he has led major enablement initiatives for Oracle and Autodesk Japan, strengthening execution in account planning, opportunity management, executive engagement, and negotiation. His methodology stands on its own while integrating smoothly with frameworks such as Target Account Selling, Challenger, Value Selling, and MEDDICC.

His programs equip teams with clear, practical fundamentals and provide a strong foundation for organizations to deepen learning through shared experiences, structured discussions, and skill-building practice. Each training is tailored for our customers by preparing practice business cases together to support the exercises, offering Japan-relevant context and fostering a learning culture that enhances insight and develops practical, applicable skills.

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