

ASLAN: ACCESS

Don't rely on outdated prospecting techniques: learn how to gain access.

In today's world, decision-making responsibilities are getting pushed higher and higher up the corporate ladder. Too many reps are pursuing too few decision-makers, and the unavoidable truth is that fewer and fewer reps are successfully engaging the one individual who can set direction and impact strategy.

Whether your Account Managers need to move deeper and wider into existing accounts or Business Development Reps pursuing cold prospects, ASLAN's one-day ACCESS program equips sellers with the strategies and skills to break through the noise and connect with the real decision makers.

Please see a more detailed overview of the program below.

	Focus	Agenda
Reframing Prospecting	<i>Understanding the biggest barrier in prospecting-customer resistance</i>	<p>Time: 1 Hour</p> <ul style="list-style-type: none"> The Cornerstone Principle – a fundamental truth that reveals why the customer's receptivity is greater than the most compelling value prop. The drivers of receptivity – priority & pressure Dropping the Rope® – a simple skill to eliminate tension and instantly enhance receptivity
The Position	<i>Learning the three elements to effectively positioning a meeting</i>	<p>Time: 1.5 Hours</p> <ul style="list-style-type: none"> The RAS Principle – neuroscience reveals how the brain sifts through information and how to break through the noise Pre-qualify and research – determine potential opportunity and what's on the decision-maker white board The Other-Centered Position – learning the three elements: 1) Captivate by leading with the customer's problem, 2) Elevate – build credibility by sharing a disruptive truth, 3) Separate your solution from the competition by communicating a proprietary benefit
The Channels	<i>Learning the four access strategies & tools to get meetings</i>	<p>Time: 5.5 Hours</p> <ul style="list-style-type: none"> The 10-30-3 Introduction – the three-step approach to developing an effective cold call introduction & responses to the five False Objections Email Framework – learning to create a RAS worthy subject line and email copy Sponsorship – identifying all the "players", navigating the road blocks, and building a Relational Map to the decision maker Social Strategies – learning the most effective strategies for leveraging LinkedIn & social media Video – Leveraging video to deliver a compelling, unexpected message



Unlock Tailored Sales Training Solutions for Your Team.

The results speak for themselves

22x

Increase in number of meetings

365%

Higher response and click-through rates

44%

Average increase in rep performance

1.5

Months saved per year

From Assessment to Mastery: ASLAN's Tailored Sales Training That Delivers Results

Prepare

Assess needs, customize, align leadership.

Ignite

Embrace change through interactive learning.

Transform

Master skills with digital tools and coaching.

Trusted by **Top Organizations**



Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

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