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Don't rely on outdated prospecting techniques: learn how to gain access.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

Understanding the biggest barrier in prospectingcustomer resistance

Time: 1 Hour

- 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

Learning the three elements to effectively positioning a meeting

Time: 1.5 Hours

- 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 decisionmaker 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

Learning the four access strategies & tools to get meetings

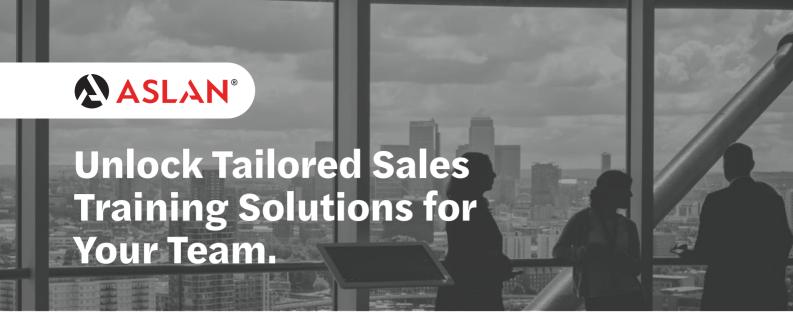
Time: 5.5 Hours

- 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

The Chan

Reframing Prospecting

Fhe Position



The results speak for themselves

22x

365%

44%

1.5

Increase in number of meetings

Higher response and click-through rates

Average increase in rep performance

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.

SCHEDULE A CONSULTATION