



Most account managers avoid prospecting beyond their existing contacts, leaving them stuck with the people they know instead of gaining access to decision makers who drive the strategy.

OVERVIEW

Access™ addresses the barrier that makes moving upstream so difficult: receptivity. This program equips account teams with new skills and a clear process to overcome emotional barriers, a compelling framework to position meetings, and four proven strategies for engaging decision makers. The result is a confident team that can convert both the unreceptive customer and the unreceptive rep.

STRUCTURE

Access is a one-day program consisting of three modules: Mastering Counter-Intuitive Skills, Positioning Meetings, and Leveraging Channels. Each module addresses the number one barrier to growth: receptivity. Account managers who adopt this approach consistently overcome resistance, connect with new decision makers, and open doors in cold accounts.

FORMAT



Onsite



Virtual



Train the
Trainer

BENEFITS

22x

Increase in
Engagement

365%

Lift in Email
Response Rate



Access to Real
Decision Makers

IDEAL AUDIENCE



Strategic Account
Managers



Account
Managers






Territory
Managers



Account
Executives

Program Framework + Results




Foundation

-  Reps resist “moving upstream” for fear of damaging relationships or being rejected.
-  Overcome emotional resistance and gain confidence initiating new conversations.
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 - Understand why decision-makers become unreceptive, and how to lower that resistance.
 - Learn the criteria decision makers use for extending an invitation to meet.
 - Apply a simple technique to ease tension and foster openness in conversations.

EXPECTED OUTCOME

22.7% increase in rep confidence securing meetings with new decision makers.




Position

-  98% or more of outreach is ignored because the message is product centered and generic.
-  Break through the noise by learning a framework for positioning a meeting.
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 - Learn the neuroscience behind how executives filter messages, and how to break through that filter.
 - Analyze and research opportunity and determine what’s on the decision-maker’s white board
 - Develop an Other-Centered Position (OCP) framework that captures their attention, instantly builds credibility, and differentiates your solution from competition

EXPECTED OUTCOME

366% increase in response rate

Channels

-  Relying on a single approach (usually familiar contacts) limits access to decision-makers.
-  Provide a multi-channel plan to help reps confidently expand reach inside their accounts.
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 - The 10-30-3 Introduction: The three-step approach to developing an effective cold call introduction & responses to the five False Objections
 - Email Framework: Creative secrets to creating effective subject lines and four elements of email that boost response rates.
 - Sponsorship: Identifying all the “players”, navigating the roadblocks, and building a Relational Map to the decision maker
 - Social Strategies: Learning the most effective strategies for leveraging LinkedIn & social media

EXPECTED OUTCOME

Engagement rates increase 22x

ASLAN's Process to Drive Lasting Results

ASLAN Training & Development uses a structured, three-phase process to drive lasting behavior changes in sales organizations, ensuring each participant fully embraces the training.

1

Prepare

We begin by assessing your organization's current competencies, aligning with leadership, and customizing our program to address your team's unique challenges.

2

Ignite

Through immersive, instructor-led workshops, delivered on-site or virtually, we challenge participants to embrace change, learn new concepts, and apply them to real-world scenarios.

3

Transform

To ensure sustained development, we provide digital resources, coaching tools, and ongoing support that reinforce the training and enable continuous improvement.

What Our Clients Say

"The Access™ program completely transformed how our team approaches prospecting. Our reps went from dreading cold outreach to confidently connecting with decision-makers. In just three months, we've seen a 310% increase in secured meetings and a 42% increase in pipeline value. **This wasn't just another training; it was a game-changer.**"

— VP of Sales, Enterprise Tech Company

Ready to Drive Transformative Results?

Discover how Access™ can be tailored to your team's unique goals and challenges. Schedule a complimentary consultation to explore how we can drive meaningful change and lasting results in your organization.

[SCHEDULE A CONSULTATION](#)



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