

# NEW SALES. SIMPLIFIED.

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VIDEO COACHING SERIES  
WORKBOOK

SAMPLE  
PAGES

 MIKE WEINBERG

# WELCOME!

Welcome to The New Sales. Simplified. Video Coaching Series!

I am honored and thrilled to serve as your instructor, coach, and guide through this content. My passion is helping sales teams and individual salespeople win more New Sales and that is exactly what this series is designed to help you do.

I strongly encourage you to print out and bind this workbook as I will continually be pointing you back here for exercises and additional content that supplements the video modules.

The modules follow a similar flow as the chapters in New Sales. Simplified. and the logical order I typically present this content when leading workshops, training, and coaching sessions. However, you should feel free to skip around. There are no “prerequisites” and you have access to all of the modules immediately. But I do strongly recommend that you complete Module 4 (Sharpening Your “Sales Story”) before tackling Modules 5, 6, and 7 because the content from Module 4 is foundational and important in those subsequent modules.

I have one request for you as you begin the series:

**Do. The. Work.** For you to receive maximum value from going through this series, you need to be an active participant! There are exercises throughout the modules and this workbook. Don't cheat yourself by skipping over assignments.

Now let's get going. We have New Sales to win! I look forward to hearing about your future success.

To great selling and many New Sales,

Mike Weinberg

A stylized, handwritten signature in dark green ink, consisting of the letters 'M' and 'W' connected together.

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# MODULE 4:

## SHARPENING OUR SALES STORY

### THREE MOST COMMON SINS WHEN SALESPEOPLE TELL THEIR STORY

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Your sales story is your most critical sales weapon because elements of it end up in all of your weapons (in your phone calls, emails, voicemails, sales calls, presentations, proposals, social media profiles, etc.)

A PREMIUM PRICE REQUIRES A PREMIUM \_\_\_\_\_ .

**The job of a professional seller is to justify the difference (premium) between our higher price and what others in the market charge.** And a powerful, compelling, customer-issue/outcome-focused, differentiating story is the most effective tool we have to justify our premium price!

#### STORY TIP:

**Do NOT make your product (your offering/solution/service) the focal point and lead in your story.** Leading with your offering tells the customer:

- you think it's all about your product/service
- you do not care about them, their desires, needs, outcomes
- you bring no value to the equation, only the product does
- to take your solution's features and your price and put them on a spreadsheet to compare other solutions' features and pricing
- to commoditize the purchase

## EXERCISE:

PAUSE TO  
REVIEW

1. Prospecting Emails, Call Outlines, and Voicemail
2. Sales Literature
3. Company Website and About Page
4. Presentation Decks
5. Proposals
6. Social Media Profiles

As instructed in the video, take time to review the following weapons and evaluate the core message themes in each. Take note whether the focus of the story/message in these various weapons is on your company and its offerings, or on the customer's needs, issues and desired results/outcomes:

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