



*sales*  
**THE BAR**

## ONLINE SALES TRAINING PROGRAMS

AVAILABLE 24/7 AT THE SALES BAR



## GRAB A SEAT AT THE SALES BAR

Pull a seat up to **The Sales Bar** and get sales skills on tap. We've put Factor 8's award-winning custom digital sales training curriculum for **SDRs/BDRs, ISRs, Inbound, AEs, Customer Success, Account Managers, and Sales Managers** online and **available 24/7 on-demand**. We are the only online subscription sales training company that's focused exclusively on virtual sales skills.

We're known for getting new reps to quota faster and giving tenured reps new phone selling skills that get same-day results — like **50% more meetings booked, 13 returned voicemails in 2 days** and nearly **double the sales talk time**.

We're also known for our Manager Training that teaches them real, tactical job skills like **coaching sales calls, running pipeline meetings, conducting sales 1:1s, and driving sales performance**.

For years, Factor 8 has been the best-kept secret of the Fortune 500. Our award-winning virtual selling skills have helped tens of thousands of people learn how to **connect, engage, and close** business using only **phone and video**.

We now offer on-demand, online sales training programs for **small and medium-sized businesses (SMB)** and/or **single-user professionals** ready to win more deals. You'll instantly feel the Factor 8 advantage – the enormous difference between professionally built skills training and trendy sales videos.

**Looking for customized sales training?** We offer a variety of sales training and coaching programs that incorporate online sales training along with **virtual or live instructor-led training sessions** for both reps and managers. Learn more about our **rep training** and **manager training** or email us for more information [info@factor8.com](mailto:info@factor8.com).

# REP CURRICULUM

MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Authentic (And Quick) Rapport Building	SDR/BDR AE AM ISR CS	Discover	Help reps get beyond the weather – and customer’s automatic distrust by building fast and authentic rapport. We’ll teach five proven methods to build faster and stronger connections, increase likability through commonality and move up the trust scale.
Business Acumen	SDR/BDR AE AM ISR CS	Prepare & Research	It’s the sad truth that most college graduates don’t enter our positions able to explain the difference between a CRO and CFO, or ROI and BEP. This means they lack confidence starting business conversations. This 101-level course helps them map out common roles in organizations, de-mystify common terms, better understand the roles and goals of business.
Call Bridging	SDR/BDR AE AM ISR CS	Propose	Call bridging is the art of gaining the next call before leaving the current conversation. Don’t let Reps start the long process of connecting with prospects and customers from scratch every step! Bridging could be as focused as gaining a commitment and scheduling the next call or simply giving oneself permission to call back for colder prospects. We’ll work to make bridging part of every call-closing process – greatly increasing your pipeline velocity.
Call Goals	SDR/BDR AM ISR CS	Prepare & Research	Have Reps touching base (or similar offenses?) Need help mapping out a call-by-call sales process to help land and/or expand accounts? We’ll listen to actual calls from the POV of the customer and outcome, and then work together to set new chronological outcomes, talk tracks, and closes for each touch. The outcome is a customized “Touchplan <sup>SM</sup> ” that serves as the foundation of your sales process and an invaluable tool for sellers (seriously, they laminate it).

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Capture Contacts	SDR/BDR AE AM ISR CS	Prospect	Whether you're prospecting or penetrating, you probably aren't talking with all the players in your account / prospect. We teach Reps to act as Private Investigators and add new decision makers & influencers to accounts by dialing the phones (not spending all day on the Internet). Don't let your engagement tools keep you talking to the wrong people, or your lead lists' stale data stop you from landing key accounts! You'll add 50-100 new names & full contact info before class is over!
Closing Confidently	SDR/BDR AE AM ISR CS	Close	Only 10% of customers will close themselves – but most Reps lack confidence to ask for the sale. In fact, research shows that closing on the first call is as important as the last. We will break down the “whys”, cover types of closes that work, and help Reps find their go-to closing statements or questions that build “muscle memory” and confidence closing.
Demos That Don't Suck	AE ISR	Propose	If your Reps are giving the same demo to every prospect, you could have a problem. Do they know what to do with their mouse? When and how often to ask questions? What and how to customize? If you haven't provided demo training, you probably have some common offenders. 1:1 feedback provided. Improve customer experience and closing percentages.
Engaging Your Customers	SDR/BDR AM ISR CS	Prospect	Wouldn't it be great if customers left our sales calls excited? Like edge-of-the-seat, can't WAIT for the meeting excited? If Reps sounding robotic, start here. We'll go beyond rapport to build customer engagement throughout the call as we rate call recordings on the Engage-O-Meter. We'll teach Reps to recognize and boost customer engagement – guaranteeing better follow-up calls and closes.

# REP CURRICULUM

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Expert and Empathetic Listening Skills	SDR/BDR AE AM ISR CS	Close	Not your 101-level listening course, we teach how listening helps sales, we find our own personal barriers, and teach strategies to improve + a listening framework and fast techniques to improve. Help reps get more conversational and connected with customers, weave in empathy where appropriate, and leverage expert listening skills for expert sales skills.
Gaining Referrals	SDR/BDR AE AM ISR CS	Farm	Have history in your accounts? Maybe even relationships? We'll teach Reps to leverage past success straight into their next win—an order, a partnership, or a referral. Then we'll get on the phones and collect wins. Referral business closes faster, stays longer, and spends more. This course gives your team the framework and the confidence to get more!
Gaining Referrals 201	SDR/BDR AE AM ISR CS	Farm	Get better referrals by improving your ask! Gain e-intros just the way you want them, joint calls, and rave reviews to speed up your time to booked meeting (and close!) We'll share how to round the bases to a homerun + sample scripts and asks to make the base-running smooth and easy.
Getting Deals Moving	SDR/BDR AE AM ISR CS	Propose	This course will prove that every single sales call can and should be closed – for a customer commitment! When we get customers saying yes to next steps, action items, even just the next meeting, it speeds the sales cycle and increases customer mindshare. Bonus: Reps get in the habit of asking for the close – whatever level it is!

# REP CURRICULUM

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Growing Account Revenue	AM ISR CS	Farm	Help Account Managers get strategic attacking their book of business! We'll teach when and how to sell wider and deeper by having higher-level business conversations – not just making friends and taking orders. After qualifying and categorizing accounts based on growth, we'll create custom plans for their high-potential accounts and build confidence having the conversation. Look for product / service growth, category growth, contact, department, & location growth - in addition to spikes in activity and passion from your most tenured team.
Messages That Get Returned	SDR/BDR AE AM ISR CS	Prospect	Less than 1/3 of Reps consistently leave messages, and over 80% of those aren't returned. This class teaches voicemail strategies that work while helping Reps craft four custom messages. Expect double or triple returned calls – that's 5-10 more conversations a week – or another entire selling day!
My Role as a Consultative Seller	SDR/BDR AE AM ISR CS	Discover	Shifting sales priorities to account-based management? Inbound to outbound? Hard close to value selling? This class gets Reps in the right mindset for their role and crystal clear on goals, expectations, and the customer interactions they'll need to win as a true business consultant.
Overcoming Objections	SDR/BDR AE AM ISR CS	Close	Objections are part of every sales process, and our course helps Reps learn to welcome them as a roadmap to the close. We'll teach a four-step process to use with any objection to reduce defensiveness, dig into the questions behind the objection, answer it and close. Count on Factor 8 to help with responses to your most common sales objections to build Rep confidence!



# REP CURRICULUM

MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Overcoming The Brush-off	SDR/BDR AE AM ISR CS	Prospect	"Not Interested." We've all heard it. Where do we go from here? NOT the same place as we do to handle an objection. Brush-offs happen when they aren't expecting our call and don't know enough to object. We'll teach Reps how to pivot and get customers talking to salvage the opportunity and keep the lead alive – without getting defensive and ensuring they never take our call.
Own Your Sales Day	SDR/BDR AM ISR CS	Prepare & Research	Created by popular demand from your Managers! Our Rep-version of the Management course "Own Your Day" helps Reps create strategic day plans based on best times to call, best-practice to-do lists, calendar blocking, activity-chunking and more. We'll even help them prioritize daily demands by determining their importance (related to hitting goal) and urgency (time-bound), helping you maximize your investment by making Reps more productive.
Planning for Prospecting	SDR/BDR AE ISR	Prepare & Research	Out-bounding reps will walk away with a new respect for and desire to prospect! We'll create lists of what we really need in our pre-call plan, set speed goals for completing it, and test our skills with hands-on drills. CRM documentation is covered, and best practices shared.
Proposing with Value	SDR/BDR AM ISR CS	Propose	At some point, it's our turn to talk. We teach you how to summarize needs & value and then match your solutions. Next, we work on educating the customer on features, functions and benefits that relate to their values.

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Qualify and Categorize	SDR/BDR AE AM ISR CS	Prepare & Research	The most strategic sellers “sales-qualify” their accounts (not a lead score, a sales potential score!). Stop letting Reps leave 20 touches for customers who aren’t worth one. Similar to Capturing Contacts, we teach Reps to work the phones to find out if this account is an “A” or a “D” and how to attack each. This class is about “win fast lose fast” and Reps emerge more efficient, more strategic, and fired up about their plan of attack for top accounts. A total game changer.
Question Like a Pro	SDR/BDR AE AM ISR CS	Discover	If what to ask is the science, how to ask is the art, and junior Reps or those transitioning to virtual can come off like survey administrators. Even worse? Robots. We go well beyond open and closed questions into techniques to turn scripts into conversations, follow-up questioning, empathetic questioning, strategic questioning and more. Recommended before Explore for Opportunity.
Running a Killer Sales Meeting	AE ISR	Discover	Sales presentations feeling a little flat? Reps struggling with a virtual setting? We’ll break down the worst meeting mistakes by playing bad meeting BINGO and then work together to improve our agendas, introductions, meeting control, virtual setups and more.
Selling with Stories	SDR/BDR AE AM ISR CS	Close	Storytelling is sales gold. We’ll cover why, how, and what stories to have ready. New Reps? No problem, we’ll teach creative ways to source stories and make them our own. By the end of the module, Reps will be armed with at least 3 robust (and true!) stories to help engage customers and get them listening to your message through stories.



# REP CURRICULUM

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SWIFT <sup>SM</sup> Discovery Dialogue	AE AM ISR CS	Discover	Great discovery yields more than basic gaps and rapport. It tells us client priorities, personal motivations, and even the cost of doing nothing. This is discovery 301 where we craft advanced questions that give sellers a roadmap to the sale and get prospects closing themselves!
SWIFT <sup>SM</sup> Introductions That Work	SDR/BDR AE AM ISR CS	Prospect	Grab their attention in the first 10 seconds with introductions that work for inside sales. Using customer value, levers, and the right type of questions, you can double your selling time.
SWIFT <sup>SM</sup> Value Statement	SDR/BDR AE AM ISR CS	Prospect	It used to be an elevator pitch, but phone sales requires your “value prop” to be over before the elevator doors even close. We’ll translate marketing messaging into a short, powerful, and conversational “SWIFT <sup>SM</sup> Pitches” that Reps can deliver instantly and confidently – without sounding like pushy sellers.
Transitioning to Close	SDR/BDR ISR	Propose Close	Once we get Reps out of the habit of premature pitching and into the role of asking questions and engaging prospect, they often struggle with steering back to the sales process. We’ll cover buying signals and transition statements that help Reps steer the conversation to a close. Especially important for BDR/SDR Reps transitioning to an AE appointment or demo.

# REP CURRICULUM

MODULE	APPLICABLE ROLES	SALES PROCESS	DESCRIPTION
Uncovering Sales Opportunities	SDR/BDR AE AM ISR CS	Discover	Gets Reps asking more questions (vs. the “show up and throw up” pitching!). They’ll come out asking at least five standard questions to uncover the need for your solution on every call. Lack of discovery is one of the most common sales sins, and it stops here. eLearning teaches the concepts and custom live training helps create the right questions to get at the root of your sales opportunity.
What Customers Care About	SDR/BDR AE AM ISR CS	Propose	If uncovering needs are the “what,” customer value is the “how and why.” By understanding the six core business motivators and mapping them to your buyers, Reps know what levers to pull to differentiate, gain attention, and propose solutions that sell. We’ll craft questions that help Reps connect on a value level with their prospects to learn what’s most important to them – and exactly what they’ll need to close.

# MANAGER CURRICULUM

MODULE	DESCRIPTION
Call Coaching 101	The vast majority of managers are not natural coaches. This course helps us tackle the two most common “Coachastrophes” that cause reps to leave call coaching sessions deflated. We’ll focus on improving the coaching interaction by making it more interactive, more positive, and more rep-focused. Managers will look forward to coaching sessions, and reps will leave feeling of confident and excited to dial.
Call Coaching 201	The stats show a discrepancy between how often reps feel coached and how often we think we're coaching. By the end of this course, managers will have a prioritized list of who on their team to coach how often and why, and a schedule they're ready to execute AND maintain.
Call Coaching 301 (Live Only)	The final step to managers certifying as call coaches, this session is full of role play, feedback, and best practice sharing.
Developing Your Team	As a manager, it's our obligation to help our reps grow! This class dives into our role before and after formal training, low-cost / no-cost ways to develop ourselves, words and actions that inspire, and the Factor 8 tools that make it fast and easy for us. Leave with an action plan for the month and a vision of best in class.
Driving Performance with Goals	There's more to goal setting than being SMART. This course covers the often baron land between metrics and goal, and how to translate the big goals into milestones, KPI's, behaviors and tasks. We'll cover levers we can pull to motivate and the art of stretch goals.
Essential Manager Meetings	Everyone loves a sales meeting, right? RIGHT? Managers will build a sales management process / cadence that moves them from reactive to proactive. We'll cover what are the important interactions, how often to have them, what needs to be prepared, and who should attend. Leave with a monthly calendar that keeps everything on-track.

# MANAGER CURRICULUM

MODULE	DESCRIPTION
Having Difficult Conversations	Having difficult conversations is a part of every sales manager's job, a tough part. Arm yourself with our E-COACHN <sup>SM</sup> model and some tips around who, what where, when, and how to have these talks. Add lots of role play and managers leave feeling much more confident doing the hard stuff.
Hire Like a Rockstar	We know that identifying and hiring top talent can be a game changer for every sales organization, but what criteria are important you, your team, and organization? We'll identify the critical knowledge, skills, experience, attributes and abilities for success in your company, how to uncover each, and build a matrix for best practice hires at your organization.
Own Your Day	Being a front-line sales manager is one of the most difficult jobs in sales – we run in circles while putting out fires only to find ourselves working later and later each day. Learn how to focus on the difference between important and urgent, get proactive, and protect your time in your manager cadence.
Performance 1 on 1s	These critical touch points can often fall flat. We'll dive into what to cover, reports needed, how to engage and connect beyond the numbers, and how to show up as a coach. This meeting is a valuable opportunity to engage our team and do more than reviewing performance. This course will expand the meeting agenda to engage the entire person and set smart goals for next period plus underline the importance of documentation.
Sales Huddles	Ready for a quick and effective sales meeting that reps are excited to attend? This class helps managers keep it fresh, focus the team, and set the tone for a great selling day.
Sales Pipeline Foundations	A well managed and healthy pipeline can be one of the best tools in a sales manager's arsenal. This course will cover how each level uses the pipeline, important terms, and outline a five-step process to check for optimal pipeline execution. A critical step to improving forecasting, we'll get everyone on the same pipeline page and arm managers with techniques to keep those pipes healthy and clean.

# MANAGER CURRICULUM

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Sales Strategy Meetings	Helping reps hit goal comes in many forms: deal strategies, territory strategies, account strategies, and lead strategies. We'll cover which is what, when to have them, and ideas on levers to pull to win.
The COACHN <sup>SM</sup> Model	Imagine having a play book for running the best meetings –every meeting. The COACHN <sup>SM</sup> Model reduces meeting prep time, ensures every interaction is impactful, and helps us show up like a Coach vs. a Manager. Look for the COACHN <sup>SM</sup> Model in all Sales Manager Meetings training.
Your Role as a Sales Leader	Help managers shed their Rep-level activities and mindset and set personal goals for the kind of leader they want to be in your organization. They will raise the bar on their management role model, learn more about the best-in-class Sales Manager and Director role, and how to spot a leader who is struggling. If it's time to let go of old rep-level duties and paradigms, this course will provide a vision and an action list to get there.