



JUST LAUNCH  
TRAINING AND  
CONSULTING

## SALES PROGRAM

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# STRATEGIC COMMUNICATION

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8 WEEK VIRTUAL PROGRAM



## COURSE OVERVIEW

Strategic Communication Sales Program is designed to provide small business owners and their salespeople practical strategies they can immediately implement into their sales efforts to increase client acquisition, grow business from existing customers, and maintain a competitive advantage.

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Our 8-week virtual program combines workshop-style training classes with dedicated group coaching sessions to ensure each participant receives the maximum results and structure to impact their sales conversations.

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Each participant of our virtual series will come away with:

- Customized Email and Voicemail Templates
- Personalized Talk Track
- Closing and Objection Statements
- LinkedIn Sales Strategy



## WHY IT MATTERS

There are currently 9 Million small businesses in the U.S. that fear they won't remain in business past 2021. 44% of small businesses are carrying over \$100,000 in debt. Hundreds of small businesses have closed every day in the past year costing millions of dollars and immeasurable amounts of time, effort, and dreams.

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Without clients and without sales, businesses can't survive. No matter how good their product or service is, they have to be able to find new clients, show value, and close deals. Most small business owners don't have the experience or skills to be effective at acquiring the clients they need.

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Our program provides small businesses with the sales training they need to build their skills so they can reach out to prospective clients, build engagement, have deep sales conversations, and win more business. This is the sales training designed to provide non-salespeople the strategies that will bring them customers.





# REAL TALK, REAL RESULTS

Shawn Channell, Founder of Just Launch Training and Consulting, is an experienced Sales and Communications Trainer. His career as a sales consultant and effective communicator comes from years of study and experience. His teaching methodology is tried and tested. I participated in Just Launch Training and Consulting's "Strategic Communication" sales training module. I found it to be an effective approach that complimented my sales and communications style. It provided our team with the necessary tools to a practical technique for communicating in a consultative manner. Strategic Communication guides you towards the conversation which defines the value that benefits both the Customer and Sales Organization. I highly recommend ou explore Just Launch Training and Consulting as a partner in your growth journey. – Fernando Martinez, President and CEO, NMMSDC

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My sales team and I attended two different multi-day training sessions with Shawn Channell of Just Launch Training, and I have to say that we all came away impressed. Shawn was able to re-frame the concept of sales for today's B2B buyers and sellers and helped us to alter our strategy to better fit the game. And what I really appreciated is that we didn't just deal in concepts and hypotheticals, Shawn worked with us on real-world examples from the participants, where we together brainstormed ways to implement his strategies. We now have a new game plan for identifying and going after prospects that are a good fit for us, and I absolutely believe in it. I definitely recommend Shawn's services for anyone in need of a "refresh" on their sales strategy. – Rick Antezana, CEO, Dynamic Language

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# REAL TALK, REAL RESULTS

I met Shawn last year at NMMSDC, an organization who gives assistance with minority certification in Seattle, WA. I took his sales training courses and I quickly learned ways how our company could find immediate sales from multiple forms of revenue making. Then our team took his courses and currently we are closing on these opportunities even during the age of Covid-19. If you would like to have someone on your side who thinks outside the box and helps you define your sales strategy Just Launch will do that and more! I recommend him to anyone who has a serious business mindset for success.

– Sam Rodriguez, CEO, BizDiversity, LLC

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The sales training by Shawn was a great experience that brought insight from the perspective of a true sales professional. Shawn's stories and role-plays provide great insight as to how to overcome the challenges we all face when prospecting for new sales and growing relationships.

– Raul Ramos, CEO, Azimuth Group, LLC

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Fernando and NMMSDC did a great job finding and providing an effective sales workshop presented by Shawn Channell. The training allowed for interaction and customization to the attendees' businesses. The information was very helpful and immediately applicable for each company, even though there were diverse industries represented.

- Barbara Ohno, Ohno Construction Company



# IT COMES FROM EXPERIENCE

I spent the better part of a decade struggling as a small business owner and salesperson. After two unsuccessful attempts with my own companies, there were disappointing outcomes in real estate, car sales, and even door-to-door sales.

The 'traditional' sales programs and approaches didn't work. They were designed for the natural salesperson and full of "tricks" that didn't create long-term clients. Finally, after years of learning what didn't work, I started to discover what did. An approach for the non-salesperson, the small business owner, and the individuals who truly want to help their customers.

As a result, Strategic Communication was born. A sales methodology focused on uncovering what the client's objectives are, strategically aligning their needs with your value, and ensuring both parties are clear on the benefits of partnering together. With these strategies came the results I was looking for.

For the past sixteen years, I've been coaching and training salespeople, sales leaders, and small business owners to produce high-level results. We help companies maximize their sales efforts to grow their business, improve their profits, and stay in business for the long run.





## WHY I BELIEVE

As both a struggling small business owner and one who has found success, I understand how impactful sales skills are to growing a business. Many small business owners don't have the background in sales to maximize the potential of their business. I have and will continue to provide them with skills and knowledge to win more deals, add more clients, and grow their revenues.

My success and the success of Just Launch can only happen if we provide our clients with value. Their success is our success. Small businesses are the backbone of our communities. They deserve someone who understands some of their challenges and is passionate about seeing them grow and find success. Through our partnerships with various organizations, we've been able to help small businesses stay open during the pandemic and also grow and prosper. As we recover from this last year and a half, now is the time to prepare these companies to find new opportunities and become stronger than ever before.

Success comes in many forms. Providing communication and sales skills that allows for individuals to follow their passions, provide for their families, and improve their quality of life is where I've found my success. Just Launch is dedicated to helping others find theirs.