Delivering Sustainable Results with Traction

A Summary of our Sales Training Programs

The Art of Selling™

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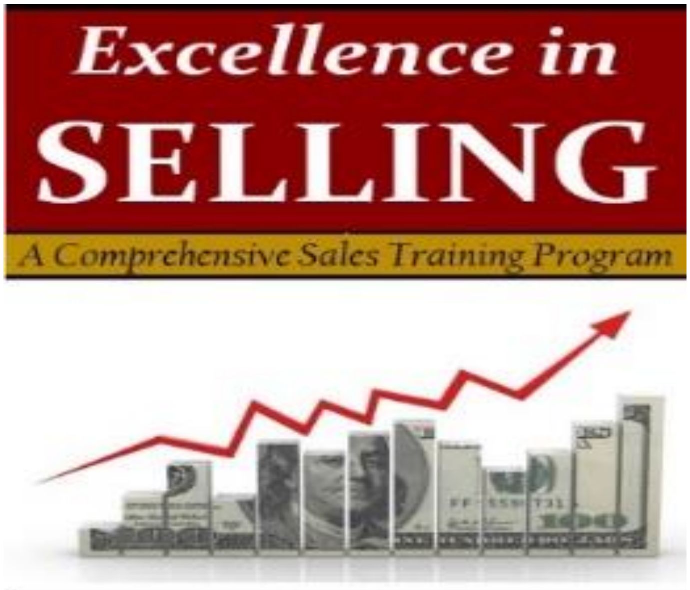


Initial Situation Summary

Summary: *These programs are part of our Sales Training series. It will equip your sales team to effectively increase sales and sustain growth.*

Encore Consulting Group (a boutique executive training firm) has been given an opportunity to propose a customized consultative strategy for this initiative.

STATED GENERAL OBJECTIVES:

- Improving overall sales results.
- Best practices for dealing with prospects.
- Training in serving existing and new customers, phone skills & listening skills.
- Building trust and confidence with prospects and customers.
- Creating a long-term relationship.
- Bringing selling maturity to the sales team.
- Introduce the concept of Value-based selling.
- Bringing roleplay and interactive elements in the training.

TRAINING LOGISTICS:

- Conduct **pre-training assessments** for customization.
- Training will be conducted on-site at a location of your choice.
- Suitable for about 10 to 20 trainees per session.
- Active and experiential training with **optional follow-up** sessions that stick.
- **Free post training** off-line support.

Our Vision

Create a workplace where:

- We "Get 100%, out of 100% of the Employees, 100% of the time" - James O. Rogers.
- There is excellence in Sales and marketing skills.
- Productivity thrives.
- Individuals adapt to unforeseen circumstances.
- Senior team works toward a shared vision and recognizing success.
- Team members feel recognized, and receive support within the organization.

Our Commitment

We understand that you are embarking upon a major initiative where your main focus is on improving Sales skills. We are also aware of the importance of this initiative.

This proposal is based on our current understanding of your culture. We have yet to determine the specifics. At this point we don't know what we don't know.

We will customize it to reflect the findings of our analysis, talks and discovery.

We are ready to impress upon you that we have the drive and determination to fulfill your objectives for this project.

Encore's Philosophy

RESPECT the individual.
We recognize that every group includes a wide range of individuals with differing needs and abilities. We work to create and maintain an atmosphere of openness and trust, and we value each individual's contributions.

DO RIGHT by the customer.
We always do the right thing. We strive to make every interaction with ENCORE a positive, friendly, and warm one. We care about our clients and want them to succeed, so we are always prepared to go above and beyond for them. We work to add exceptional value to every program or presentation.

LIVE with integrity.
Integrity isn't a 9 to 5 job for us. We put our core actions into practice every hour of every day. Living with integrity also means that we operate with consistency: What you see is what you get. What we say is what we do. We encourage participant to contact us if they have any questions or clarification on what was conveyed in class.

PROVOKE thought.
We train for lasting change and results. We can't get that if we don't make our process an active one. We don't bring about change if we do the thinking for our clients; so rather than provide answers, we offer tools that help people figure things out for themselves.

***ENCOURAGE positive disagreement*.**
Organizations that stuff offices full of people unwilling to give honest opinions can't grow and maintain their vitality. We train our clients to welcome conflict and teach them to use it as a constructive force. Open dialogue, different ideas, and fresh perspectives are welcome and desired in all of our workshops and engagements.

SHOW, don't tell.
We recognize the many different ways individuals learn, and listening is only a small part of the process. All of our programs include active, hands-on learning to help participants boost their performance.

Why Encore

- Not just a Vendor but a **Partner** in your progress
- Our pre-training Comprehensive Assessments
- Experiential and Active learning vs Passive Learning
- We make learning a Fun Experience
- We show not just tell
- We Provoke your members to think
- Behavior Changing experience

Our Approach

Strong teams are not created overnight. They aren't formed by policy, procedure, or measuring key performance indicators (KPIs).

High-performing cultures have alignment in values and mission. They build an environment where employees can bring their best to work in order to yield a high performing organization.

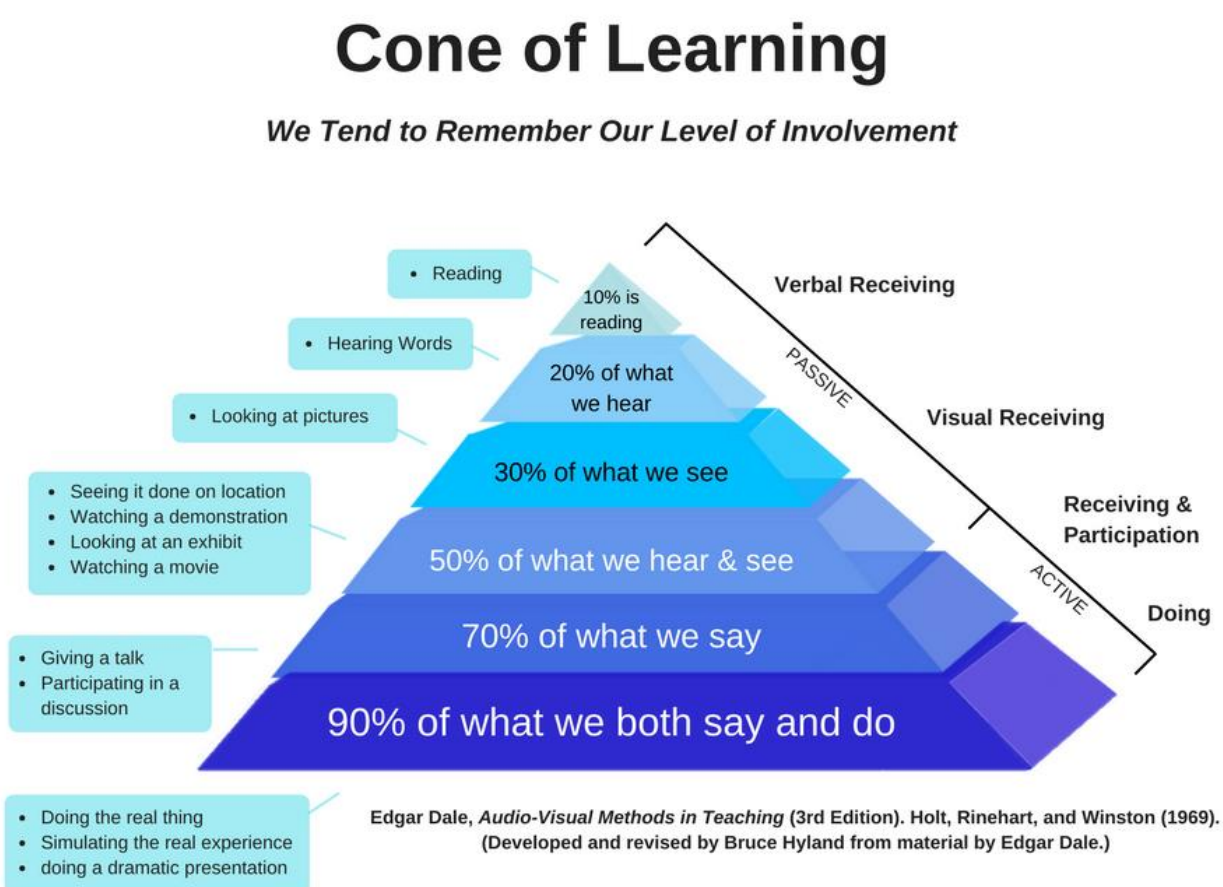
Our intention is to have a behavior changing transformation in your organization. We've seen organizations transcend their cultures and ignite success time and time again. Our goal is to provide an experience that builds confidence and gives the tools to begin one of the most important journeys in your organization's history.

A BLENDED TRAINING STRATEGY

Define	In-depth Assessments	Pre-Training Interview	Build Response Mechanism	Identify KPI's
Design	Training Elements and Interactive Content	Secure Buy-ins from key Stakeholders	Produce Training Guide	Prepare Presentation
Deliver	Customized Training	Conduct Group Interactive Elements	Train-The - Trainer where required	Review Effectiveness with Stakeholders
Drive	Post-Training Assessments	Implement Post-Training Accountability Measures	Post-Training Live Follow-up Webinars	License Content

Encore's Unique Techniques

- Culture and language integration. We will integrate your company's unique language into our training. Terms and particular situations exclusive to your company will be implemented as well.
- We incorporate the best of the East and West with our Wholistic approach.
- As a small company we are agile and adaptable to your company's schedule and training needs.



Becoming a Trusted-Advisor

PROSPECT

Penetrate New Business Opportunities

PARTNER

Build Trust, Rapport & Credibility

PROBE

Uncover Discontentment & Pain

PRESENT

Deliver Client-Focused Solutions

PROBLEM SOLVE

Overcome Objections

PILOT

Negotiate Terms & Close the Sale

Summary of various Performance Based Sales Training programs are in the following pages below for you to Customize and choose from > > > > > > > >

Program 1 – Systematic selling

SYSTEMATIC SELLING™

A Customer-Centered Approach to Sales Growth

Summary: *Systematic Selling™ will give your sales team the foundation for producing extraordinary sales results. This program offers practical, "hands-on" skills and strategies that will equip your team for maximum sales productivity.*

<u>OUTLINE</u>

<u>PREPARE</u>

- Pre-Call Planning and Funnel Management
- Setting the Right Mindset for High-Performance.
- The 1:1 Relationship Between Thoughts and Performance.
- Understanding Why People *Really* Buy.
- The Value of a Written Daily Sales Plan.

<u>PROSPECT</u>

- Designing a Compelling Value Statement.
- The Cold Calling Myth.
- Reaching the *Right* Level Decision Maker.
- How to Engage Your Prospective Buyer.
- Overcoming the statement, *"We're not interested".*
- Targeting High-Probability, Qualified Prospects.

<u>PARTNER</u>

- Making a Powerful, Memorable First Impression.
- Building a Strong Trust-Bond with Customers.
- First Phone Call Essentials.
- Designing a Purpose-Driven Delivery.
- The Rule on Small Talk.

<u>PROBE</u>

- Identify the Broader Business Solution.
- Asking High-Yield, Open-Ended Questions.
- Questions to Discover Your Buyer's Wants and Needs.
- Primary Objective: Solve Problems/Improve Conditions.
- Discovering Functional Wants and Needs (aka: pain areas).

- Identifying the CSI – Concern, Situation, Impact.

PRESENT

- Deliver Tangible Solutions and ROI.
- Selling Value vs. Price.
- Quantifying the Impact, Value, and Benefits.
- Prescribing Value-Driven, Buyer-Focused Solutions.
- Knowing and Demonstrating *Your* Value-Differentiators.
- The Art and Science of Positioning Your Value Proposition.
- Leveraging Third-Party References for Greater Impact.

PROBLEM-SOLVE

- Three Reasons Buyers Pose Objections.
- Using the Five-Step Method for Overcoming Any Objection.
- Easing Your Buyer's Fears.
- Why Objections are a Positive Sign.
- Negotiating Strategies & Tactics.

PILOT

- The 7 Negotiating Gambits.
- Five Pre-Requisites to Closing.
- Employing the Powerful "Trial Close".
- Using a Transition Question to Move to the Close.
- Why Asking for the Order May Never be Necessary If...?
- The Only Closing Technique You'll Ever Need.
- Cross-Sell/Up-Sell.
- Leveraging Referrals.
- Assuring Client Satisfaction.

Program 2 – Advanced Consultative selling

THE SELLING GAME

Advanced Sales Strategies for the Seasoned Pro

Summary: *This program is ideally suited for the person who has been in sales for at least five years. Building on the foundation of Systematic Selling™, this program will equip your sales team with advanced, consultative sales strategies.*

OUTLINE

PREPARE – Developing a Game-Plan
- Pre-Call Planning and Pipeline Management.
- Territory & Account Management Strategies.
- Setting the Right Mindset for Consistent Results.
- Understanding Why People *Really* Buy.
- Developing an Effective Sales Plan.

PROSPECT – New Business Acquisition
- Designing a Compelling Value Statement.
- Developing *Hunters* (Acquisition) and *Farmers* (Retention).
- Reaching High-Level Level Decision Makers.
- How to Engage Your Prospective Buyer.
- Targeting High-Probability, Qualified Prospects.

PARTNER – Consultative Selling & Social Media
- Becoming a Trusted-Advisor with Customers.
- Maximizing Social Media.
- Delivering Expertise and Specialization.
- Solidifying Trust and Credibility.

PROBE – Discovering Needs, Discontentment, and Pain
- Identify the Broader Business Solution.
- Asking High-Yield, Thought-Provoking Questions.
- Primary Objective: Solve Problems/Improve Conditions.
- Discovering Functional Wants and Needs (aka: pain areas).

PRESENT – Prescribe Client-Centered Solutions

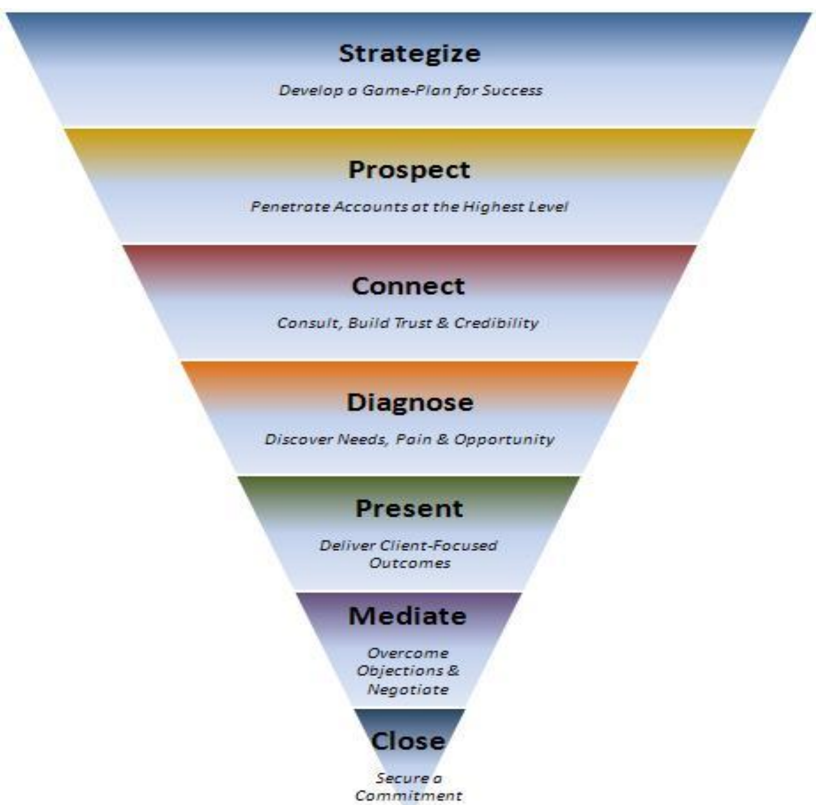
- Deliver Tangible Solutions and ROI.
- Selling Value vs. Price.
- Impactful Presentation Techniques.
- Knowing and Demonstrating *Your* Value-Differentiators.
- Positioning Your Value Proposition.

PROBLEM-SOLVE – Objection Management

- Three Reasons Buyers Pose Objections.
- Using the Five-Step Method for Overcoming Any Objection.
- Overcoming the "Price Objection".
- Why Objections are a Positive Sign.

PILOT – Closing the Sale & Negotiating

- Employing the Powerful "Trial Close".
- Using a Transition Question to Move to the Close.
- Why Asking for the Order May Never be Necessary If...?
- The Only Closing Technique You'll Ever Need.
- Three Simple, Effective Negotiating Tactics.
- Cross-Selling and Up-Selling Strategies.



Program 3 – Strategic Sales Planning

Breakthrough Sales Management™

Managing the Sales Strategy – The Big Picture

* Build a Winning Sales Team
* Design High-Impact Sales Meetings
* Identify & Correct Sales Flaws
* Develop into a Strong Leader
* Bring Out the Best in Each Team Member
* Attract, Hire & Retain Top Sales Performers
* Effectively Manage Their Time
* Accurately Forecast Sales
* Coach and Motivate Others Toward High Performance
* Design and Implement a Strategic Plan

Program 4 - Specialized Sales Training for Customer Service Staff

The 9-Step Selling Model™

OUTLINE

STRATEGIZE

- The 1:1 Relationship Between Thoughts and Performance
- Seeing the Big Picture: Strategic and Tactical Planning
- Understanding Your Unique Value Proposition (UVP)
- Setting the Right Mindset for High-Performance
- Understanding Why People *Really* Buy
- Getting into Your Customer's Head
- Selling from Your Buyer's Perspective

PROSPECT

- Designing a Compelling Value Statement
- Reaching the *Right* Level Decision Maker
- How to Engage Your Prospective Buyer
- Overcoming the Statement, *"We're not interested."*
- Targeting High-Probability Customers

CONNECT

- Making a Powerful, Memorable First Impression
- Building a Strong Trust-Bond with Customers
- First Appointment Essentials
- Designing a Purpose-Driven Delivery
- The Rule on Small Talk

DISCOVER

- Asking High-Yield, Open-Ended Questions
- Questions to Discover Your Buyer's Wants and Needs
- Primary Objective: Solve Problems/Improve Conditions
- Discovering Functional Wants and Needs (aka: pain areas)
- Identifying the CSI – Concern, Situation, Impact

RECOMMEND

- Quantifying the Impact, Value, and Benefits
- Prescribing Value-Driven, Buyer-Focused Solutions
- Knowing and Demonstrating *Your* Value-Differentiators
- The Art and Science of Positioning Your Value Proposition
- Leveraging Third-Party References for Greater Impact
- Getting the Buy-In Along the Way

RESOLVE

- Three Reasons Buyers Pose Objections
- Isolating and Clarifying Objections
- Using the Five-Step Method for Overcoming Any Objection
- Easing Your Buyer's Fears
- Why Objections are a Positive Sign

CLOSE

- Five Pre-Requisites to Closing
- Employing the Powerful "Trial Close"
- Using a Transition Question to Move to the Close
- Why Asking for the Order May Never be Necessary If...?
- The Only Closing Technique You'll Ever Need

Nourish

- The Power of Follow-Through and Follow-Up
- Cross Selling Bank Products
- Assuring Client Satisfaction
- Seven Ways to Delight Your Client
- Leveraging Referrals

Program 5 - Time-Management for the Sales Professional

Beat the Clock™

Time-Management for the Sales Professional

Summary: *This life-management workshop will ignite your sales team toward greater sales productivity and performance. Designed exclusively for the salesperson, this workshop is packed with strategies and techniques that will empower your salespeople to perform at the highest level.*

OUTLINE

- Managing Yourself in Today's Business Culture
- Approaching Time as an Investment
- The Seven Most Common Time Wasters Among Salespeople
- Setting & Achieving Realistic, Yet Challenging Sales Goals
- Overcoming Call Reluctance, Procrastination and Apathy
- Minimizing Interruptions, Distractions and Diversions
- ROI Prioritizing - Pareto's Principle
- Overcoming a Crisis-Oriented Mind-Set
- Planning for the Ideal Sales Day
- Getting & Staying Organized

Program 6 - Building Rapport, Trust and Credibility with Your Customers

Personality Puzzle™

Building Rapport, Trust and Credibility with Your Customers

Summary: *Understanding the unique personality of your customers is the first step toward building solid relationships with them. Learning to sell to your client's strengths and weaknesses can mean the difference between success and failure in sales.*

OUTLINE

* Quickly Identify and Effectively Sell to Each Temperament Type
* Discover Their Own Personality Type and How It Affects Performance
* Build Solid Rapport & Credibility with Customers and Prospects
* Approach Clients for Maximum Sales Results
* Employ Appropriate Presentation Styles
* Effectively Close Each Temperament type
* Deepen relationships.
* Build an unbreakable trust with customers

Program 7 - Building a High-Performance Sales Team

The ART OF SELLING™

The 9 Essential Selling Roles

The Planter
(Nourishes and Grows the Account)

The Pilot
(Steers the Sale to the Close)

The Pastor
(Resolves Uncertainties & Fears)

The Pharmacist
(Prescribes Customer-Focused Solutions)

The Psychologist
(Probes for the Emotional & Function Needs)

The Politician
(Identifies the Customer's Decision-Making Process & Criteria)

The Partner
(Connects & Builds Trust)

The Prospector
(Penetrates New Business, Secures Referrals & Networks)

The Planner
(Executes a Strategic Plan)

OUTLINE

The Planner

- The 1:1 Relationship Between Thoughts and Performance
- Seeing the Big Picture: Strategic and Tactical Planning
- Understanding Your Unique Value Proposition (UVP)
- Setting the Right Mindset for High-Performance
- Understanding Why People *Really* Buy
- Getting into Your Customer's Head
- Selling from Your Buyer's Perspective

The Prospector

- The Introductory Phone Call
- Developing Your Value/Impact Statement
- Overcoming Obstacles to Setting an Appointment

The Partner

- Making a Powerful, Memorable First Impression
- Building a Strong Trust-Bond with Customers
- First Appointment Essentials
- Designing a Purpose-Driven Delivery
- The Rule on Small Talk

The Politician

- Understanding the Buying Criteria
- Identifying the Various Decision-Makers and Influencers
- Assessing the Political Subtleties and Infrastructure
- Pre-Qualifying Prospective Customers

The Psychologist

- Asking High-Yield, Open-Ended Questions
- Questions to Discover Your Buyer's Wants and Needs
- Primary Objective: Solve Problems/Improve Conditions
- Discovering Functional Wants and Needs (aka: pain areas)
- Applying the Socratic Method of Discovery
- Identifying the CSI – Concern, Situation, Impact

The Pharmacist

- Quantifying the Impact, Value, and Benefits
- Prescribing a Value-Driven, Customer-Focused Solution
- Presentation Essentials
- Knowing and Demonstrating Your Value-Differentiators
- The Art and Science of Positioning Your Value Proposition

- The Seven Essential Steps to a Powerful Demonstration
- Leveraging Third-Party References for Greater Impact
- Getting the Buy-In Along the Way
- Three Ways to Get Your Buyer Involved in the Presentation

The Pastor

- Three Reasons Buyers Pose Objections
- Isolating and Clarifying Objections
- Using the Five-Step Method for Overcoming Any Objection
- Easing Your Buyer's Fears

The Pilot

- Five Pre-Requisites to Closing
- Employing the Powerful "Trial Close"
- Using a Transition Question to Move to the Close
- Why Asking for the Order May Never be Necessary If...?
- The Only Closing Technique You'll Ever Need

The Planter

- The Power of Follow-Through and Follow-Up
- Assuring Client Satisfaction
- Seven Ways to Delight Your Client
- Leveraging Referrals

Program 8 - Negotiating and Closing the Sale

OUTLINE

1. **Practical Negotiating Gambits**
   a. Bracketing
   b. Never Say Yes to the First Offer
   c. The Art of Flinching
   d. Using the Higher Authority

2. **Why Win/Win Negotiators Lose More Often**
   a. Trading Off Value, Not Dollars
   b. Good Guy, Bad Guy
   c. Never Offer to Split the Difference
   d. Being Ready for the Hot Potato

3. **The Role Money Plays in Negotiating**
   a. Why Money Isn't as Important as You Think
   b. Buyers Want to Pay More, Not Less
   c. Seven Things More Important Than Money
   d. How to Negotiate Things *Other Than* Cost

4. **Getting into Your Buyer's Head**
   a. Finding Out How Much a Buyer Will Pay
   b. Identifying Budget Issues Early
   c. Three Reasons Budgets Aren't Absolute
   d. Knowing When to Walk Away

5. **The Seven Pre-Requisites to Closing**
   a. Know the Primary Buying Criteria and Buying Process
   b. Identify the Key Decision-Makers and Influencers
   c. Build a Connection and a Trust-Bond
   d. Understand the Deep Emotional and Functional Needs
   e. Present Compelling, Customer-Focused Solutions
   f. Confirm Acceptance of the Value-Added Benefits
   g. Identify, Table and Address All Objections

6. **Getting in Sync with Your Customer's Timetable**
   a. Identify the Impending or Critical Events
   b. Avoid Closing Before Your Customer is Ready

7. **How to Read Your Customer's Mail**
   a. Recognizing When You Actually Have the Sale
   b. The Seven Common Buying Signals
   c. Verbal and Non-Verbal Buying Signals

d. Observing Your Customer's Tonal Inflections
e. Reading the Four Personality Types: The Lion, The Otter, The Beaver, and The Golden Retriever
f. The Obvious Few: Delivery, Freight, Guarantees, and Installation

8. Take Your Customer's Temperature Using the "Trial Close"

a. Discover How You're Positioned Using the Trial Close
b. Seek Opinion, Then Commitment
c. Four Proven Trial Close Questions
d. The Final Checking Question: *"Do you have any other questions?"*

9. The Commitment Stage (AKA the Tie-Up Step or The Close)

a. The Simple, Yet Overlooked Task of Asking for the Order
b. The Seven Most Highly Effective Closing Techniques (Assumptive, Summary, Alternate, Immediate Advantage, If/When, Direct, and Physical Action)
c. Compliment the Customer on His/her Choice
d. Invite Your Customer to Buy More
e. Implement the Solution

10. Putting it All Together: Negotiating the Close

a. Preparing for Price Negotiations
b. Reinforcing Your Value Proposition
c. Developing a Written Strategic and Tactical Plan

Summary of some of the Results that can be expected from all these programs

- Increase in sales revenue.
- Customize a sales toolkit
- Understand Customer-Buying Behavior
- Maintain consistent motivation and focus
- Getting Appointments with Key Decision Makers
- Handling Multiple Decision Makers
- Eliminating Price Objections
- Negotiate from a Position of knowledge
- Know and differentiate Yourself from Your Competition
- Identify High-Probability Prospects and create new opportunities
- Deepen Rapport and Trust with Your Clients
- Develop strong rapport, trust and credibility with clients.
- Communicate with confidence and clarity.
- Presentation Skills - Presenting Compelling Solutions
- Secure referrals from customers on a consistent basis.
- Apply Consultative Selling skills for more complex sales.
- Sell the value of your products/services rather than “price”
- Sequence questions in powerful way that eliminates objections.
- Perform like a sales consultant vs. a “vendor”
- Close When the Customer is Ready and Not Before
- Read the Four Personality Types
- Employ the Seven Most Highly Effective Closing Techniques
- Adequately Prepare for Price Negotiations
- Develop a Written Strategic and Tactical Plan
- Value time and the critical role it plays on their sales results and personal life
- Overcome the most common time wasters among salespeople
- Overcoming reluctance, procrastination and apathy
- Overcoming a crisis-oriented mindset

Optional Training Topics

(Pick and choose modules):

Note: The below is based on our current understanding of your Organization. Knowing the current culture is essential. It may be modified and fine-tuned (where deemed necessary) based on our analysis and discovery during the planning stage. The core concept will remain the same.

Creating a Good First Impression
Business etiquette, body-language, dress, professionalism, acknowledging, eye contact & note taking

Improving Listening Skills
Seeking to understand, giving feedback, how to avoid selective listening, relaxing, assuming nothing and suspending judgment.

Establishing Trust with Clients
The Law of Indirect Effort, the subconscious needs of buyers, conveying acceptance, the key to gaining trust, listening skills, probing questions

Building Credibility with Your Clients
The value of mental preparation, presentation, manners, collateral, dress and testimonial resources. Four things you must communicate before you can build credibility.

Building a Bridge with Your Customers
Using the interview style, gathering information, problem solving

Improving Communication
Using proper sales language and phrases such as advanced, high-tech, investment, agreement, authorization and order.

The Old Model vs. the New Model of Selling
The Old Model emphasizes closing and presenting, while the New Model emphasizes building trust, rapport and identifying needs

Strategic Selling Skills
Understanding corporate beliefs, values and paradigms. Identifying the three types of buyers; the financial buyer, the technical buyer and the end-user buyer. Knowing your competitive advantage, your specialization and what differentiates your firm.

The Decision-Making Process
Building rapport, trust and credibility. Creating a desire for your product. Analyzing and identifying real and felt needs. Offering solutions. Justifying the investment. Asking for a commitment.

Understanding Buying Motives
Understanding the two greatest buying motives of your prospect. Finding “hot buttons”. Pareto’s 80/20 Principle.

The Seven Most Common Buying Signals
A close look at the most common buying signals. Identifying the three requirements for closing. Being prepared for “No”.

Powerful Telephone Techniques
Using the phone to break preoccupation. How to create a sense of urgency and get your prospect focused on you. Creating a powerful opening statement to gain attention. Peaking curiosity and pointing to a solution. How to deal with the prospect that says, “I am not interested”. How to lower buyer resistance.

How to Qualify Your Prospect
Identifying the three needs a prospect has before buying. Consultative selling techniques. Asking the right questions. Four key questions to ask in determining the strength of your prospect.

Sales Presentation Skills
The essential components of a planned presentation, understanding the critical difference between features and benefits, moving from the general to the particular, involving the customer, using sales aids, asking for feedback and how to hit the “Hot Buttons”.

How to Sell Benefits & Impact
Uncovering real concerns, determining the impact on their business, recommending a solution & focusing on the benefits of your product. How to make your client emotionally sick & then make them well.

Selling Return on Investment
Learning to partner-for-profit, creating high value, selling cost-benefit, identifying concerns & opportunities, quantifying the solution, and controlling the implementation.

Seven Key Closing Techniques
Skills training on the seven approaches to closing, including Invitational, Assumptive, Secondary, Alternative, Puppy Dog, Ben Franklin and Order Sheet.

Identifying the Nine Types of Objections
Overcoming general sales resistance, requests for more information, emotional objections, hostile objections, excuses and the snow job.

The Four Step Method for Overcoming Objections
Empathizing. Clarifying. Providing proof. Asking for acceptance.
Introducing the “Feel-Felt-Found” method for overcoming objections.

Dealing with Price Resistance
Selling the value of your product or service, comparable analysis, breaking it down to the lowest common denominator, delaying price discussion, justifying price with sound reasons, isolating the price, sandwiching price between benefits, talking past the price, showing investment over the life of the product. Uncovering the “Five Forms of Resistance”: Indifference, Skepticism, Hostility, Worry and Dejection.

Using the Power of Suggestion in Selling
Everything counts! Understanding the power of outside influences. Communicating a professional image. The power of your body language. Being prepared and organized.

Seven Keys to Persuasion
The powerful unconscious influence of social proof, reducing resistance and opening the mind of your prospect, The Law of Reciprocity, The Drive for Consistency, gaining small commitments, testimonial letters, symbols of authority, The Scarce Principle.

Consultative Selling Techniques
Working as a "specialist", code of ethics, working in the client's best interest, asking the right questions, doing an "examination", doing the "diagnosis", offering a "prescription", focusing on the heartfelt needs of your client: lowering expenses, increasing profits, improving productivity and greater profit, looking at yourself as a "Profit Improvement Specialist".

Five Characteristics of the New Model of Selling
Today's customer is smarter, more sophisticated, they are more knowledgeable, they have more choices and there is more competition. The New Model is consultative, integrity-based, non-manipulative, focuses on benefits/impacts and is customer-centered. The "Friendship Factor".

Maximizing Selling Time
Viewing time as an investment, advanced planning, starting early, reading daily, moving fast, overcoming distractions, getting & staying organized, using a day-planner, learning the difference between effectiveness & efficiency and using the 80/20 rule.

The Vital Traits of Successful Salespeople
Possessing a positive mental attitude, high "likability" quotient, thorough product & industry knowledge, excellent presentation skills, good time management, physical health & appearance.

Unlocking Your Sales Potential
Overcoming the fear of rejection. Understanding the benefits of a solid self-esteem and how it relates to performance. How one's self-concept ultimately determines income and success. How actions trigger feelings. Ten ways to raise your self-concept and self-esteem.

The Essential Elements to Success in Sales
Identifying what you want, being willing to pay the price, maintaining consistency, managing time wisely, following the leaders in your field, guarding your integrity and going the extra mile.

The Twelve Defining Traits of Top Salespeople
Understanding and applying the characteristics of top salespeople such as commitment, attitude, self-esteem, strategic thinking, ambition, goal orientated, and good time managers.

Approaching Today's More Complex Sale
Selling is more science than art. It is not haphazard or random. It can be verified. Selling is a profession based on methodology, logic and process. The Eight Steps of the Sales Process: Service Analysis, Finding Qualified Prospects, Information Gathering, Problem Identification, Presentation of Solutions, Resolving Concerns, Gaining Commitment to Take Action and Follow up.

The Characteristics of Today's More Complex Sale
The sale itself affects more people, customers are more knowledgeable, there are multiple decision-makers, the relationship is more important than ever and strategic planning is key.

Positioning Your Company for the Win
Knowing your most valuable asset. Winning the heart and mind of your customer. Things that will improve your position include your professionalism, your company, your product/service, your knowledge, your customers, sales materials and the relevance of your offer.

Preparation: The Hidden Factor
Top salespeople know their products, industry, strengths, weaknesses, competition and their prospects. The New Paradigm of Selling includes specialization, expertise and information gathering.

Keys to Peak Performance
Strategic planning, improving "Return on Equity", know your personal assets, investing time well, know your success factors, set priorities and work hard.

Strategies for Prospecting
How to spend more time with qualified prospects. The Six Characteristics of a Good Prospect. Four Steps to Finding Good Prospects.

Telephone Skills
Getting appointments with key decision-makers. Breaking preoccupation. Selling a 15-minute appointment. What NOT to discuss on the phone.

Effective Interviewing Techniques
How to find a problem you can solve. Talking to the right people. Setting objectives for each call. Identifying "pain areas". Offering quantifiable solutions. The Four Goals of a Successful Sales Call.

Why People Really Buy
The Power of Emotion in Buying. Appealing to critical emotions. Identifying your customer's emotional agenda.

The Six Motivations for Buying
Status of Experts. 2. Status of Peers. 3. Financial Gain.
4. Competitiveness. 5. Concern for Excellence. 6. Freedom. Three things that reveal your customer's true agenda.

Consultative Selling Skills
The importance of self-image. How to view yourself as an advisor verses a salesperson. The power of words, our tone and body language. Seeking first to understand. The Friendship Factor. The importance of empathizing, showing respect and investing time. How to offer real "improvements".

Partnering for Profit
Customers are looking for partners, not vendors. Customers are looking for long term relationships based on trust. Customers are looking for a single source provider. Customers buy financial results (cost reduction, increase in sales, improve profit). Selling return on investment. Form an alliance with your customers. Monitor the implementation.

Communication with Impact
Concentration. Empathizing. Using silence skillfully. Questioning for clarification. Paraphrasing. Professional image. Powerful Questioning Techniques.

The Balancing Act: Managing Life & Work
Viewing time as a raw material. Creating a dream list. Defining your ideal life-style. Decide what is most important. Clarify your values. Set clear priorities. Be a life-long learner.

Keys to Gap Selling
Selling cost effective improvements. Identifying problems and deficiencies. Uncovering dissatisfaction.

How to Identify and Solve Problems
Practice and prepare problem questions in sequence and in advance. Understanding the general, specific, implicit and explicit needs of your clients.

The Psychology of Motivation
How to increase and intensify buying desire. The desire for gain. The fear of loss.

How to Favorably Position Your Company
Helping your customer not to feel overwhelmed. Increasing the size of the problem by building urgency and increasing the cost of delay. Help the customer quantify the cost.

Overcoming the Competition
Know your enemy's strengths and weaknesses. Determine decision-making criteria. Know your unique selling position and vulnerabilities.

Differentiating Yourself
How to set yourself apart from your competition. Appeal to the deep, intangible needs of your customers. Four things customers want more than anything else. Help your customer make a decision.

Reducing Sales Resistance
How to short circuiting the sales process. How to alleviate the fear of risk. How to be the low risk provider and reduce uncertainty. Improving your "likeability" quotient. Using social proof.

The Ten Qualities of High Performance Salespeople
Common sense, clarity, competence, concentration, consideration, continuous improvement, creativity, consistency, courage, commitment and character.

Understanding Corporate Power & Politics in Selling
The different types of decision-makers – and their roles. How to win with key decision-makers.

Overcoming Price Resistance
Price arises early. Price is a source of information. Price is seldom a reason for buying anything. Salespeople create most price problems. Five reasons not to deal with someone who makes decisions on price alone.

Negotiating & Price Concessions
Avoid negotiating all together, if possible. Expect price resistance. Four reasons you should delay when negotiating. Whenever possible, trade concessions or concede on "non-price" issues. Make concessions meaningful. Clarify areas of agreement. Express disagreements with questions. Reveal alternative solutions. Use the attorney's method. Empathize and clarify concerns.

Creating an Experiential Learning

Active Rather Than Passive Training:
Our training combines hands-on, interactive elements including group discussion, engaging group activities, visual aids, live speaking, and role-playing exercises. This active approach to training has been proven to increase understanding & retention for maximum results.

A Boutique Training Company:
We deliver a fully customized learning experience which aims at the heart of your specific needs and challenges rather than taking a one-size-fits-all, out of the box approach.

The key to learning that results in meaningful behavior change is creating an interactive session that uses learning techniques that actively engage participants. To this end our sessions use storytelling, humor & movement to enhance the dissemination & assimilation of core learnings. This is in addition to leveraging some of the following tools and methods to engage learning:

1. Group Discussion and Brainstorming – Facilitated discussion to provoke thought, encourage participant contribution, share resources and stimulate learning in a safe environment
2. Method Demonstration – Instructor demonstrates skill sets for participants to aid in understanding, to stimulate student interest and to provide a model to follow
3. Practice – Students put to action in real-time new skill sets
4. Cooperative Learning – Working in cooperative groups, gaining from each participant's efforts creating an atmosphere of achievement
5. Role Play – Requires active involvement of participants and provides a safe environment to test new skills
6. Simulation Techniques – Creating real life scenarios under controlled conditions
7. Individual and Small Group Activities – Learning through self-assessment and reflection & through peer collaboration to come to great understanding through participants' efforts
8. Visuals – Reinforces key learning points, improving audience participation
9. Case Studies – Review actual cases that demonstrate the challenges leaders face and the choices that are made.

"Tell me and I forget.

Teach me and I remember

Involve me and I learn."

-Benjamin Franklin

Post Training Outcomes

There are a number of ways we can measure the efficiency of the training in the long run:

- Business Impact
- Behavior Observation
- Learning outcomes
    - Knowledge
    - Skills
    - Attitude
- Reaction – Participation Satisfaction
- Level of Interaction
- ROI
- Improvements in internal and external communications

We will assist in installing an effective measuring mechanism after our Discovery and assessment stage**.**

Optional Follow-up Options for Long-term Effect

(A multi-layered post training approach to keep up the momentum after the training)

1. **Free** Executive meetings for review of feedback and monitoring mechanism till the completion of this program
2. **Free** post training off-line support to each individual Trainee up to 30 minutes when requested by them till the completion of this program
3. Half day onsite training for selective (chosen by the Executive team) influencers (up to 25 people within the organization) to keep up the momentum after the training. These are goodwill Ambassadors who will carry the torch in the immediate future. The main focus will be on "enhanced communication techniques".
4. **Optional** Live or Pre-recorded Webinars (15 to 60-minute learning sessions) ending with an action item. Individual continuing learning at all levels to keep up the momentum This will include reinforcement of the universal principles and additional items that could not be included in the training.
5. **Optional** Half day onsite Supervisor and Department Leader training (one per month) sessions. These sessions will train them to conduct training for their respective groups as needed for their department. This will be a tailor-made approach for the Organization based on the unique needs and outcomes expected.

How to Make Training Stick

Success Factors

1. Alignment of Vision, values and philosophy
2. Buy-ins across the board from senior management
3. How much ownership each employee will take
4. Motivation and role-model behavior coming from top to bottom
5. Defining individual roles in this initiative
6. Improved communication between all levels and departments
7. Class evaluations
8. Installing a system of quantifiable measurements (KPI’s) to assess the progress
9. Accountability from all levels of the workforce
10. Transcending barriers and unexpected occurrences

Success Factor Ranking

Training That Sticks

Research has shown that management makes the biggest difference when it comes to the success of training their teams. Follow this chart to see where the priorities really rank.

	Before	During	After
Management	1	8	3
Trainers	4	2	9
Trainees	7	6	5

Management is the most important link in the process of helping employees retain what they learn from a company's training efforts.

**Bob Pike, 1992*

Benefits of our Offering

1. Robust pre-training Assessment
2. Thorough brainstorming with executives before the training
3. Experiential and active training
4. Experienced Instructors

Benefits to your Organization

1. Manage Effectively
2. Positive Environment
3. Top-down Initiative with Role Model Behavior
4. Confidence that the Vision is Clearly Communicated
5. Harmony within the Organization
6. Positive behavioral change

Benefits to your Staff

1. Positive Learning Environment
2. Experiential Opportunities
3. Thought Provoking Process
4. Works the Little Gray Cells
5. Improved Retention of the training

Next Steps:

To get the most out of this customized training program, follow these steps:

1. Read the topical outline in the previous pages
2. Give us a call to discuss contents or for any changes or modifications
3. Get the necessary approvals for this training
4. Select topics you believe are most important for your organization or let us plan a comprehensive package
5. Secure the delivery dates
6. Determine a discovery and pre-assessment call with our trainers
7. Now relax – we will do the rest.

Don't hesitate to reach out if you have any questions!
Call us at 678-766-6666 to discuss.