

## ACHIEVE OUTSTANDING SALES RESULTS

For decades, salesmanship has been mired in an antiquated model that promotes duality instead of unity in matching needs with products or services. This training is designed to shed light on salesmanship in a modern context.

The actions we take to have success in our sales role make up a significant portion of what is required, but not everything.

The meaning and the feeling we give the actions we take will have a direct impact on our motivation and capabilities to achieve desired results.

## TRAINING OBJECTIVES

<b>Outcome for the Participant</b>	<ul style="list-style-type: none"> <li>• Better understanding of sales in a modern context</li> <li>• Understanding your clients needs.</li> <li>• Learn how to recycle adversity</li> <li>• Adapting to client needs to present win/win.</li> </ul>
<b>Outcome for the Employer</b>	<ul style="list-style-type: none"> <li>• Increased results</li> <li>• Less work-related stress</li> <li>• Motivated sales force</li> <li>• Clearer accountability to goals</li> </ul>

## CURRICULUM

TITLE	Content	Format:
<b>The MEANING in Sales</b>	<ul style="list-style-type: none"> <li>○ Motivation</li> <li>○ Recycling adversity</li> <li>○ Preparing the Mindset for outstanding results</li> <li>○ Unity vs Duality</li> </ul>	Live 90-minute Session
<b>Homework "Create a new MEANING"</b>	Break the mold	Individual Homework (roughly 30 mins)
<b>The ACTIONS</b>	<ul style="list-style-type: none"> <li>• Listen</li> <li>• Probe</li> <li>• Acknowledge the client's needs</li> <li>• Empathy in sales</li> </ul>	Live 120-minute Session

	<ul style="list-style-type: none"> <li>• Close like a PRO</li> </ul>	
<b>Homework: "Create Probing Questionnaire"</b>	<ul style="list-style-type: none"> <li>• Create Probing questionnaire that employs all that was learned during the first session.</li> </ul>	Individual Homework (roughly 30 mins)
<b>Motivation "The Feeling"</b>	<ul style="list-style-type: none"> <li>• Inspire the team to ACHIEVE</li> </ul>	Live 90-minute Session
<b>Absorb and Adapt</b>	Review homework and coach on specific challenges.	45 minute webinar (remote)