

Growing Sales

to greatness

Product vs. Process

Companies can do a fantastic job at product training, but if they're not teaching the surrounding skills, they're actually not completing what a sales rep needs. Making a sale depends on how well you meet the needs and wants of the customer, not on how much you know about the product. Most companies aren't training sales reps on the skills, but instead are concentrating all of their efforts on the product itself.



In the *Growing Sales to greatness* courses, we have designed each of our sessions to impact one of these areas while integrating it into your specific role whether a novice or a veteran. This is a unique, holistic sales approach based on research not emotional gimmicks. Each level in the sales organization will experience the same principles threaded throughout the sessions. It will give common language and create a sales culture of alignment and results.

Customer
Service

Next Gen

Advanced

Leadership

Inta-great

Next Gen Sales

PROGRAM	FOCUS	DESCRIPTION	COMPENTENCIES
GROWING U	This is an interactive session where participants have an opportunity to delve into their style and strengths.	It will give you an opportunity to examine how to use your uniqueness in your sales role and capitalize on your innate abilities. By understanding yourself first, you will have the insight on how to adapt your style when selling to others.	Self Knowledge Sizing up People Building Relationships
I-NFLUENCE	This workshop will give you all the tools and practice you need to become an influential force in your territory.	You will learn how to enhance customer relationships to build trust, communicate effectively, present yourself credibly and understand multi-generational nuances to give you high return on your time investment.	Communicating Effectively Prioritizing Stakeholder Needs
MAKE IT STICK	You will learn and practice how to Brand YOU by creating simple, unexpected messages that are concrete, credible, and unforgettable.	You will get people to care about your ideas and learn to tell stories so people will want to act on them. Becoming a “stickie” salesperson will yield high return and sustainability.	Communicating Effectively Presentation Skills Written Communications
IMPACT SELLING	This workshop will assist you in learning how to distinguish yourself from your competition by practicing the art of being a “Trusted Advisor.”	You will learn, implement and be coached on a sales process. Included in this session: qualifying customers, overcome objections, how to have deep dialogues, create and present compelling direct value statements.	Aligning to Sales Processes Building Business Skills
GAME PLANNING	This session is designed to help you manage your time and territory effectively.	You will think differently about your time and give you simple, yet practical applications to eliminate distractions and procrastination.	Managing Time Planning Goal/Priority Setting



cold calls time management **follow-up**
facebook products directions
 territory referrals crm
 sales leads blackberry LINKEDIN
twitter appointments **services**

Research shows there are five key elements that make **great** sales people



- **Knowing yourself and how to build relationships with others**
- **Having influence on others**
- **Discovering and solving customer needs**
- **Drive performance by focusing on meaningful goals**
- **Sales leaders who coach people to the right structure for optimal performance**

Advanced Sales

PROGRAM	FOCUS	DESCRIPTION	COMPETENCIES
DISCOVERY ZONE	This is an interactive session where sales professionals not only understand and discover their strengths, but get a chance to get 360 feedback from their clients, peers and boss.	This is a transformational workshop that will give strategies and application on how to increase your EQ, which will ultimately increase your revenues.	Receiving Feedback Personal Learning Self Development
BEYOND THE BRANDING BASICS	This workshop unpacks the elements of differentiating salespeople and "touching" the customer. It will create a strategy to make them life-long relationships	This session unfolds the power of <i>Niche</i> marketing and social media as a way of uniquely branding you and your services.	Aligning to Customers Building Relationships Innovation Using Technology
THE SALES VACUUM	The purpose of this session is to assist the sales professional in creating and articulating a solid value proposition.	You will gain understanding in the components of a value proposition, develop strategies on productive conversations, and focus on client-based selling.	Articulating Value Formalizing Commitment Leveraging Success
CREATIVE SELLING-KNOWBRAINER	This session will be a high energy, comprehensive look at creativity and innovation.	You will develop new and creative ways to work with your customers which will produce excitement and expand " the box."	Innovation Creating Customer Experience
FOCUS: STRATEGIC PLANNING	This course provides a fresh, interactive approach that will engage the participants and give them tools to make a plan and implement strategies.	Salespeople learn to implement a well thought out plan while understanding their personal and organizational goals and how to achieve them so they invest their time in the right accounts and the right activities.	Strategic Agility Executing Plans Maximizing Personal Time

Sales Leadership

A leader is the person who chooses the area of excellence for his or her team.

Brian Tracy

PROGRAM	FOCUS	DESCRIPTION	COMPETENCIES
MANAGING THE DIFFERENCE	As a leader, you will learn ways to uniquely lead, develop, and motivate others who have similar or radically different behavioral styles and preferences.	The objectives of this workshop are to develop into a multi-dimensional leader and embrace the concept of developing others. The session will entail assessments and training around motivation, personality and attitude.	Self Development Communicating Effectively Motivating Others
COACHING CONVERSATIONS	In this session you will learn how to develop others both personally and professionally by having a series of coaching conversations.	You will learn the benefits and strategies of becoming an effective coach and apply a coaching process to conduct coaching conversations using the structure.	Developing Direct Reports Listening Understanding Others
FUELING FEEDBACK	This session offers ways to become aware of emotions of (self and others), so that you can establish trust and give constructive feedback	You will create a balanced approach of using both courage and consideration while using stories, illustrations and metaphors to illustrate your point. This workshop enforces the power of affirmation and how to value employees.	Confronting Direct Reports Comfort Around Conflict Management Managerial Courage
PLANNING TO WIN	This highly individualized session takes managers through an intensive planning process to assist them in reflecting on their team's history, current reality and visioning for the future.	You will have an opportunity to get insights from other participants as you build quantifiable strategies to follow through.	Managing Vision and Purpose Time Management Priority Setting Planning
LEADING REAL CHANGE	This session is designed to lead others to embrace change through communication and change management.	You will develop an action plan to create a culture of change and key milestones for growth that results in sustainable growth.	Presentation Skills Facilitating Change Creating a Success Culture
SO YOU WANT TO BE A MANAGER?	In this workshop you will learn how the basic of sales management and how to lead a team verses being an individual performer.	You will learn the components of EQ, motivation, as well as how to coach your team to be accountable and effective.	Hiring and Staffing Developing and Confronting Direct Reports

