



## Business Program Summaries

### SALES

#### Maximum Sales Success ~ Three-day program, 8AM-5PM

**Maximum Sales Success** is a comprehensive course focused on the key knowledge and skills sales teams *must* know to be successful in today's competitive environment. The program sets the stage by discussing critical knowledge all representatives must understand to become a consultant to the customers they serve. In addition, the course demonstrates the importance of developing a strategic prospecting system, the significance of identifying customer needs in order to customize effective solutions, incorporating persuasive communication in all client interactions, as well as addressing objections, questions and concerns.

##### ■ Persuasive Communication Skills

- ⇒ How and when to use persuasive language in the communication process.
- ⇒ The 4 communication techniques to increase interest and sales.
- ⇒ Why persuasive language is critical with current clients.
- ⇒ The 8 critical sales discussions every account representative should know.

##### ■ Progressive Prospecting

- ⇒ Developing a prospecting system and strategy that is both enjoyable and productive.
- ⇒ Understanding the 3 things businesses buy.
- ⇒ Understanding the sales funnel and managing opportunities effectively.
- ⇒ How to prioritize prospects based on potential.
- ⇒ How to successfully set appointments.
- ⇒ Developing a professional "No Strategy" if a client is not interested.

##### ■ Customer Needs Analysis & Application

- ⇒ How to incorporate an 8-step process to uncover key information to formulating strategies.
- ⇒ The 3 critical questions that every business decision maker must be asked.
- ⇒ Methods to successfully sell your entire product mix.
- ⇒ Customer Profile/Needs Analysis Forms are provided.

##### ■ Addressing Objections, Questions & Concerns.

- ⇒ Implementing a 3-step process to successfully continue sales discussions.
- ⇒ Methods to lower client resistance and build professional partnerships.
- ⇒ Effective methods to addressing the top objections.



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#### Powerful Presentations ~ One-day program, 8AM-5PM\*

*For optimal results, Maximum Sales Success is recommended prior to this program.*

**Powerful Presentations** teaches how to convert prospects into clients by developing, preparing and presenting ideas using research, benefits and client-specific information. Participants arrive at the program having conducted a needs analysis meeting with a prospective customer. Using this specific prospect information, participants learn how to prepare and deliver a powerful presentation based on a simple 5-step systematic approach. Participants are prepared to deliver the presentation to the prospects at the conclusion of the session.

#### ■ Using Research to Sell

- ⇒ How to turn data into sales by incorporating powerful, benefit-driven language.
- ⇒ Language to avoid when sharing research.
- ⇒ Methods of sharing data clients understand and appreciate.
- ⇒ The importance of limiting research to relevant key data.

#### Selling to Behavioral Styles / Using DISC Analysis ~ One-day program, 8AM-5PM

**Selling to Behavioral Styles / Using DISC Analysis** provides the opportunity for sales representatives to identify their personal behavioral styles and to recognize their selling strengths and potential areas in need of improvement. The course provides a reference for salespeople to better understand and adapt their communication to each prospect and client in order to improve communication and sales performance. In addition, it educates participants on methods of preventing conflict, gaining credibility and improving teamwork.

#### Using the Telephone to Sell / Selling Special Products ~ One-day program, 8AM-5PM

**Using the Telephone to Sell / Selling Special Products** provides guidance on successfully using the telephone to increase sales results. Highlights of this revenue-generating workshop include: setting appointments, getting to the decision-maker, capturing attention, selling special programs or products overcoming objections, and finalizing the sale.



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**Win-Win-Win Negotiating** ~ One-day program, 8AM-5PM

**Win-Win-Win Negotiating** teaches the art of win-win-win negotiating in sales ~ a win for the client, for the company and for the sales representative. This course provides guidance on techniques to use at the negotiating "table," whether in a formal setting, or a one-on-one meeting in the client's office. Participants learn common negotiating techniques and tips, as well as how to effectively communicate during challenging situations with knowledge, confidence and professionalism.

### WORKSHOPS

**Maximum Sales Performance Workshop** ~ One-day program, 8AM-5PM

*Maximum Sales Performance Workshop is offered to clients as a one-day course following the Maximum Sales Success program.*

**Maximum Sales Performance Workshop** provides a comprehensive review of the most critical sales knowledge, skills and communications that professional representatives need to excel in today's competitive environment. Sales executives participate in numerous practice exercises to ensure the comprehension and successful execution of key information. Two Critical Sales Presentations are taped for participant review.

**Advanced Presentation Skills** ~ One-day program, 8AM-5PM

*Advanced Presentation Skills is offered to clients as a one-day course following the Powerful Presentations program.*

**Advanced Presentation Skills** further hones the skills learned in Powerful Presentations. The focus is on incorporating research and resources in both planned and impromptu presentations. The program reinforces proven techniques for more confident, enthusiastic, and persuasive presentations. Each participant will work individually, as well as with partners, to prepare a presentation to be delivered to an actual customer. Presentations are taped for participant review.



## Business Program Summaries

### MANAGEMENT

#### Maximum Management & Leadership ~ Three-day program, 8AM-5PM

**Maximum Management & Leadership** is ideal for newly appointed managers, current managers who want to enhance their skills, mid-level and senior managers who need a resource guide to coach others as they assume new responsibilities, as well as experienced managers who want a "refresher" as they change management assignments. The session introduces and discusses the necessity of implementing a consistent and dynamic management system to create a high performance team. It offers proven and effective methods to ensure managers are focusing on the key elements that produce long-term business profitability.

**Maximum Management & Leadership** includes a study of six interactive elements of a dynamic management system, shown below, as well as focuses on the critical role of successfully managing the present, while creating the future.

#### ■ **Effective Hiring & Recruiting**

- ⇒ The "Rule of 3" in interviewing.
- ⇒ Incorporating behavioral questions in the interview process.
- ⇒ Clearly assessing candidates past job performance and predicting their future success with your organization.
- ⇒ A comprehensive hiring kit, including behavioral interview questions and response worksheets are provided.

#### ■ **Setting Expectations & Accountability in Action**

- ⇒ Aligning Job Descriptions and Standards of Performance with expectations.
- ⇒ Communicating expectations and managing performance.
- ⇒ The importance of "Funnel Management" (included for sales organizations only).
- ⇒ Comprehensive sales strategy tools (included for sales organizations only).

#### ■ **Coaching for Success / Effective Feedback**

- ⇒ Effective infield coaching techniques.
- ⇒ Steps to "directional" feedback and effective methods to altering performance.
- ⇒ How to confront difficult situations with confidence, and turn around disruptive behavior.
- ⇒ Delivering meaningful performance reviews.

#### ■ **Rewards & Recognition / Motivating Teams**

- ⇒ Aligning commission structures with critical sales activities.
- ⇒ Developing a recognition strategy.
- ⇒ Principles of praising to ensure continued performance.



## Business Program Summaries

### MANAGEMENT

#### Maximum Management Workshop ~ One-day program, 8AM-5PM

*Maximum Management Workshop is offered to clients as a one-day course following the Maximum Management & Leadership program.*

**Maximum Management Workshop** is designed to review the critical management systems presented in the initial *Maximum Management & Leadership* meeting, to share successes and best practices while fine-tuning action plans and time frames to effectively execute and apply management techniques. Participants are involved in numerous practice exercises to ensure the comprehension and successful execution of key information.

#### Coaching to Behavioral Styles / Using DISC Analysis ~ One-day program, 8AM-5PM

**Coaching to Behavioral Styles / Using DISC Analysis** provides the opportunity for managers and supervisors to identify their personal behavioral styles and to recognize their leadership strengths and potential areas in need of improvement. The course provides a reference for managers to better understand and adapt their communication to each team member in order to improve communication, motivation and sales performance. In addition, it educates participants on methods of preventing conflict, gaining credibility and improving teamwork.

#### Dynamics of a High Performance Team ~ One-day program, 8AM-5PM

**Dynamics of a High Performance Team** is a fun and informative workshop. The course puts participants into a variety of scenarios to let them experience first-hand the importance of effectively working as a team and the role each person plays in the overall success of an organization. This session also teaches methods to building a solid team, and discusses the value of diversity and successful communication techniques necessary in accomplishing goals and meeting the needs of the customer.



## Business Program Summaries

### PROFESSIONAL DEVELOPMENT

**Wow 'em with Customer Service** ~ One-day program, 8AM-5PM

**Wow 'em with Customer Service** stresses the importance of the customer and identifies the purpose of customer service as a business strategy. Participants learn methods of retaining customers, maintaining market share, and taking ownership of their own success. Obstacles to exceptional service are identified and goals developed accordingly. The session also delves into the importance of superior communication skills by taking a look at word choices and listening techniques that give participants and companies the edge to succeed.

**Communicating to Behavioral Styles / Using DISC Analysis** ~ One-day program, 8AM-5PM

**Communicating to Behavioral Styles / Using DISC Analysis** provides the opportunity for participants to identify their personal behavioral styles and to recognize their strengths and potential areas in need of improvement. The course provides a reference for participants to better understand and adapt their communication to each team member in order to improve communication and motivation. In addition, it educates participants on methods of preventing conflict, gaining credibility and improving teamwork.

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### PROFESSIONAL DEVELOPMENT

**Mastering Projects & Time Management** ~ One-day program, 8AM-5PM

**Mastering Projects & Time Management** takes an indepth look at the critical skills all salespeople should practice daily to improve their ability to handle multiple priorities and projects, eliminate and streamline processes, motivate themselves, inspire others, and work smarter toward achieving their personal and professional goals. The keys to time management success outlined in this program are easier than imagined, and can be achieved today!

**Creating Persuasive Business Cases** ~ One-day program, 8AM-5PM

**Creating Persuasive Business Cases** underscores the importance of effective and persuasive language when seeking additional funding, a new procedure or allocation of current resources. This program focuses on the fundamentals of developing an effective feasibility presentation, or business case, to encourage those in decision-making position to adopt your solutions.

**How to Spell SuCCcEss / Personal Motivation** ~ Three-hour program

**How to Spell SuCCcEss** is an entertaining and enjoyable program focusing on the one aspect most directly related to an individual's success ~ their positive attitude! Participants learn what needs to be completed every day to stay motivated to achieve their best ~ both personally and professionally ~ while having fun and inspiring others. At the end of this half-day seminar, they'll be spelling SuCCcEss through their exceptional performance.