

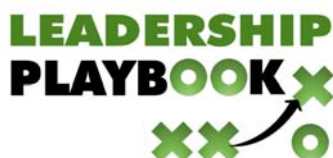
HOW MARKETMAX DRIVES REVENUE FOR YOU



1. LEADERSHIP GUIDANCE

We work with your leadership team to prepare strategic, long-term advertising packages that combine your digital and traditional products to drive results for your customers, and your company. We also share techniques regarding how to hold salespeople accountable for RSVP performance and, ultimately, revenue increases.

- ⇒ Opening consultation to establish goals, timelines, key contacts, leadership roles and advertising packages
- ⇒ Implementation of a 3 month lead nurturing program to convert interested advertisers into RSVPs, as well as increase attendance and sales
- ⇒ Onsite leadership rally to share goals and gain commitment
- ⇒ Weekly conference calls to provide support as needed, discuss timelines, benchmarks and progress toward RSVP goals
- ⇒ MarketMAX Master Plan Workbook includes action plans, timelines, benchmarks, projections and logistics
- ⇒ MarketMAX Leadership Playbook provides training and role playing exercises to improve skills, confidence and focus on productive daily activity



2. ON SITE SALES TRAINING

We conduct 1 ½ days of training to teach the sales team how to invite prospects to the events to earn immediate new business, as well as profitable day-to-day prospecting techniques that will increase long-term revenue.

- ⇒ 1 ½ days of on-site Progressive Prospecting training which includes training materials, team exercises, workbooks, client planning tools, scripts and an action planning guide
- ⇒ Reproducible materials (50 pages), as well as video and audio versions of Progressive Prospecting available for one year following the program
- ⇒ ½ day telephone appointment "MAXblitz" with sales team to secure appointments



3. BUSINESS SEMIINARS

We conduct several business events to show the value of your products, discuss today's competitive and complex marketplace and the importance of consistent, multi-media marketing.

During the MarketMAX events, we create urgency and set the stage for your salespeople to immediately close long-term sales at the conclusion of the seminars

- ⇒ 1 hour pre-seminar sales rally the day before the events at the site of the seminars
- ⇒ Attendees receive a "Marketing Strategies that Produce Results" (40 pages) handbook
- ⇒ 8-10 MarketMAX business seminars delivered to prospective clients over a 3 to 4 day period
- ⇒ Sales "quarterbacking" during the event to maximize all sales opportunities
- ⇒ Sales results assembly and awards celebration



4. ADDITIONAL TRAINING & SUPPORT

Following the MarketMAX seminars, we help you implement strategies for retaining your new clients and minimizing churn with the Retention webinar. In addition, the Building Momentum webinar provides tips to implement a proactive prospecting strategy to continue driving sales.

- ⇒ 60 minute Retention Webinar
- ⇒ 60 minute Building Momentum Webinar





OVERVIEW OF STRATEGIES

WHAT YOU RECEIVE

- ⇒ Opening consultation to establish goals, timelines, key contacts, leadership roles and advertising packages.
- ⇒ Onsite leadership rally to share goals and gain commitment.
- ⇒ Implementation of a 3 month lead nurturing program to convert interested advertisers into RSVPs, as well as increase attendance and sales.
- ⇒ 1 ½ days of on-site Progressive Prospecting training which includes training materials, team exercises, workbooks, client planning tools, scripts and an action planning guide.
- ⇒ Reproducible materials (50 pages), as well as video and audio versions of Progressive Prospecting for future new employee onboarding.
- ⇒ ½ day telephone appointment “MAXblitz” with sales team to secure appointments.
- ⇒ Customizable marketing materials for invitations, reminders and tickets.
- ⇒ MarketMAX Master Plan Workbook that includes action plans, timelines, benchmarks, projections and logistics.
- ⇒ MarketMAX Leadership Playbook for daily training and role playing exercises to improve skills, confidence and focus on productive daily activity.
- ⇒ Retention Guide that outlines strategies and tactic to ensure you keep the new business you win.
- ⇒ Weekly conference calls to provide support as needed, discuss timelines, benchmarks and progress toward RSVP goals.
- ⇒ 1 hour pre-seminar sales rally the day before the events at the site of the seminars.
- ⇒ Numerous MarketMAX business seminars delivered to prospective clients over a 2 to 4 day period.
- ⇒ Sales “quarterbacking” during the event to maximize all sales opportunities.
- ⇒ Sales results assembly and awards celebration.
- ⇒ Building Momentum webinar following the event.
- ⇒ Retention Rally webinar after the close of the MarketMAX program.

REVENUE
Immediate &
Long-term

PRO MAX
promax training & consulting



PROGRESSIVE PROSPECTING TRAINING TOPICS

Preparing a Systematic & Strategic Prospecting Plan

- ☆ The key traits of successful sales consultants.
- ☆ Utilizing a prospecting system and strategy that is both enjoyable and productive.
- ☆ Creating as opposed to simply reacting to sales opportunities.
- ☆ Establishing weekly prospecting activity levels based on goals.
- ☆ Understanding how to manage and advance opportunities effectively.
- ☆ How to prioritize prospects based on potential.
- ☆ How to become CEO of your own success.

Persuasive Communication Skills

- ☆ The three proven communication techniques to generate interest and sales.
- ☆ Easy methods of securing appointments ~ the first step to acquiring new clients.
- ☆ Developing a professional "exit strategy" designed to set the stage for future contacts and sales.
- ☆ Methods to respect and involve the Gatekeeper.
- ☆ Informing and educating clients to gain rapport and trust.
- ☆ The critical sales discussions every account representative should know to be successful.

Addressing Objections, Questions & Concerns

- ☆ Implementing a 3-step process to successfully continue sales discussions.
- ☆ Incorporating proven methods to lower client resistance and build professional partnerships.
- ☆ Effective methods of addressing top objections to either secure an appointment or sale.

ADDITIONAL COACHING

Leading Effective Needs Analysis Meeting

- ☆ Researching vital information prior to the meeting.
- ☆ Uncovering critical information to prepare strategies, allocate budgets and prepare effective marketing plans.
- ☆ Implementing a foolproof technique to uncover advertising budgets.

Preparing Advertising Budgets & Strategies

- ☆ Planning methods to maximize advertising budgets.
- ☆ Sharing multi-media advertising solutions in a persuasive and confident manner in order to gain acceptance and secure long-term partnerships.



Materials Provided:

- 50-page media-specific program
- Materials reproducible with blanks for group facilitation
- Materials with blanks completed for new employee self-study
- Numerous handouts & self-study questions
- Step-by-step Facilitator's Guide
- Video and audio versions of the program for review and use with future new employees
- Review Kit ~ includes facilitator instructions and complete materials to conduct 12 review sessions
- Recommended new business development contest to follow the MarketMAX program

"I have utilized the training services of ProMax at three different companies. On all accounts my sales teams left the training sessions with improved attitudes, skills and knowledge that carry over into all aspects of their professional and daily lives. You know you have selected the right training company when your staff tells you ProMax was the best training they have received in their careers. This feedback is consistent with junior and senior level sales associates. The content of the courses have a long-lasting effect and I have referred to the training guides often over the last five years. This company by far is one of the best!"

~ Sales Development Director