

TRAINING FOUNDATION INFORMATION

Course Title	Executive Human Resources Top Performance Selling
Duration	This course is customized to the attendees' objectives and those of the Company. It can be taught as a stand-alone one-day or two-day depending upon depth of coverage of specific sales information or combined with Presentation Skills, The Art of Negotiation, or Networking. Budget and timing constraints can factor into proposed length as well.
Audience	It can be taught along the same lines as our Negotiation piece—to 20-25 people in teams. However, role-plays are best done in smaller group settings. And one-on-one work is always an optional component of any of our work. Follow-up is always recommended
Program Overview	<p>In order to be a "top performer" at the sales game, it is critical to understand the components of a successful sales process and to make the distinction between what works and what doesn't.</p> <p>Time is spent with communication basics--such as understanding the prospect in-depth and assessing his or her needs; how to bridge those needs to your "pitch"; putting a structure to your sales approach. We review the Sales WordMap® methodology and each participant plots their specific selling points on the WordMap®.</p> <p>Several instruments can be administered (i.e. to assess elements such as personality type and how this plays into the entire process), and we sometimes choose to work with training videos, film clips and reading assignments, as appropriate, to add interest and variety to the session.</p> <p>This course is most effective when role playing or team exercises are employed and interactive critique is facilitated/feedback given. Videotaping therefore, is recommended for portions of the training. We use videotape to take a long hard look at perception, positioning, styles, listening skills, body language-theirs as well as that of the client.</p>

Learning Objectives	<p>This course is designed to cover techniques related, but not limited to, the following:</p> <ul style="list-style-type: none">+Values motivating the buying and selling process+Making that all-important connection-establishing rapport+Your role as an advisor/an attitude of service+How to maximize the potential of existing clients+Identifying referral sources and opportunities+ Attracting new business through the art of Networking+Features and benefits+Price/values perception+Cold Calling+Objections as opportunity+ Handling questions/tough questions+Building and maintaining high-level sales momentum needed even with hard-to-see decision makers+Breaking through typical sales responses+Prospecting and Database Maintenance/planners and handhelds keeping you on track.+Selling on the phone/using e-mail correspondence+Closing techniques+Handling rejection/competitors+Access and Customer Service/follow-through
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Pre-work	<p>Once we have determined to go forward with a program—we will do a pre-workshop needs assessment, send backgrounders to all participants to determine level of sales savvy and design the course to specifically fit your parameters. We will also ask participants to develop pre workshop goals.</p>
Constraints	<ul style="list-style-type: none">• One day is a limited length of time to deliver a thorough overview of a topic and allow ample interaction/practice time for participants.• In addition, attrition may become an issue. Various levels of experience or skill in any given session may make for difficulties.
Measurement	<p>Level one evaluation - delivered at the end of each session.</p>