



SALES EXCELLENCE WORKSHOPS

Professional Sales Training Solutions Designed for America 2.0

PREPARING YOUR TEAM FOR THE FUTURE

A FEW FACTS

“Companies investing in training average 24% higher profit margins”

“Top sales pros outperform low performers by 10:1 and average ones by 2:1 (Salesforce)”

“High performing sales teams pay close attention to training and see 9% faster revenue growth as a result.”

THE SALES PRO TRAINING

Exceptional Results in an Extraordinary World

THE SALES PRO

IT'S ALL ABOUT THE EXPERIENCE

"Paul, it is always a joy to be immersed in your enthusiasm and energy! Thank you for bringing this spirit along with really useful research, suggestions and ideas that we can apply to our daily lives, both personally and professionally. Thank you again for spending the day with us-It was enriching!"

"I'm still in the WOW stage, thanks again Paul for a memorable event!"

"Thank you for a great day of training, it was truly one of the best I have attended, and you have impacted my life in ways you will never know."

"Paul. Thank you for an amazing couple of days. Everyone enjoyed the training and felt as though it was valuable. There were a lot of things to think about, many things were new ways of thinking."

"We had a meeting today as a follow up meeting to our training. Everyone loved it and are on the same page that improving our company's culture following the Go-Giver and your sales approach is the way to go."

WHY THE SALES EXCELLENCE WORKSHOP?

REASON#1:

DESIGNED FOR AMERICA 2.0 - Regardless of whether training is facilitated at your office location or our San Diego training facility, the 'Future of Selling' training content offers a perfect blend of new age, thought provoking, effective techniques, skills and strategies, designed to respond to the ever-evolving needs of what many C-Suite executives are calling America 2.0. Participants will learn how to reinforce their value as a resource and pivot from price, influence, diffuse and inspire, effectively communicate, elevate value, attract and retain clients, create trust, develop loyalty and not just reinforce sales excellence, but business excellence too. Ideal for on-boarding new salespeople or turning your average performers into high performers or your client support team into even more effective communicators. There has never been a more important time to focus on the power of "Human to Human" connection and instigate a platform of thought that ensures every sales interaction, presentation, meeting, email or telephone call creates a personal walking ambassador talking about your company.

THE SALES PRO

REASON #2:

CRITICAL LEARNING CONTENT —The Training is not just espresso rich in up to date and highly relevant content for 2021 and beyond but has been designed to ensure the highest level of communication and emotional connection with decision makers and influencers who have become increasingly smart in our highly connected and knowledgeable world. 85% of surveyed B2B decision makers are basing their buying decisions on a specific element more than they did 5 years ago, and 60% of decision makers have stated that the same element is more important than company innovativeness or market dominance. Specific training focus is given to not just knowing this critical element but learning how to apply it to the very next presentation or meeting. Designed to inspire thought, promote engagement and instill the commitment to want to apply the strategies, techniques and skills being taught, participants will benefit from immediately increasing their perceived value, closing sales faster and outselling the competition.

REASON #3:

SCIENCE BASED APPROACH —It's time to transition from Solution Selling to Insight Selling! We incorporate a science-based sales approach, reinforcing a specific proven sales strategy that will have an immediate impact of improving sales "presentation quality" by 11.41%, presentation Impact by 41.3% and increased client commitment by over 10%. Training participants will benefit from how to influence a client through the persuasive impact of a presentation and how to enhance presentation quality and uniqueness.

REASON #4:

FOLLOW THROUGH REINFORCEMENT — 70% of workplace learning happens 'on-the-job,' eLearning Microlearning videos are designed for self-directed or facilitated follow-up reinforcement of the training content to help learners make decisions and apply their learning in a number of different contexts. Whether through mobile phone or computer learners can access content to ensure a fast and easy review of a specific topic whenever and wherever needed.

REASON #5:

CERTIFICATION YOU CAN TRUST - Every training offers a certificate of completion and is personally delivered by our principal, Paul Anderson, author of the award-winning book, The Sales Pro and Certified Go-Giver Speaker and Coach.



Sales Excellence 1.0

Workshop



- Sales Excellence 1.0 is a one-day workshop offering an introduction into sales, Ideal for new hires, sales support or any position involving external interaction. The workshop represents foundational principles of selling -principles that no one else is teaching but which are the absolute backbone of sales success. Learn the Psychology behind why customers buy, what decision makers are really thinking and what they are looking for. How to build trust fast and what to focus on so you become a resource-based salesperson and not a commodity. Workshop Certificate of Completion and post training Online video content reinforcement through mobile phone or computer, participants can access content to ensure a fast and easy review of a specific topic whenever and wherever needed.

- **PRE-TRAINING QUESTIONNAIRE** - Consolidated results from the participant questionnaire customize the start of the training content, triggering participant dialogue and inspiring thought.
- **THE DEFINITION OF SELLING** – An introduction to the definition of Selling, its root meaning and who is selling? What is the number one question that is on everyone's mind and how do we answer it?
- **ESTABLISHING TRUST** – Learn how the most effective negotiators and communicators naturally and immediately connect to their client through an unseen flow of energy that increases the speed of decision!
- **SELLING VALUE** – Outsell the competition and increase your order profitability through identifying, positioning, and communicating your intrinsic value that moves your client to take action!
- **ELEVATING VALUE** – Learn how to create and communicate your extrinsic value ensuring that every client interaction is a positive experience, while presenting yourself as a resource, not a commodity!
- **AUTHENTIC INFLUENCE** – Learn how to define your thinking, realize, and communicate your true value and emotionally connect to your client to enable a deeper and more loyal connection that moves the sale forward!
- **BELIEF** – Professional Selling is about building trust. Learn how to incorporate and communicate the hidden power of belief that enables your client to psychologically connect and be pulled into “wanting” what you are offering!
- **SELLING RESULTS** – Learn how to transition from Features, Functions, Benefits and open the mind of your prospective customer, gain their trust, and emotionally achieve their acceptance (“buy-in”) to commit to the sale by focusing on Results!

Sales Excellence 2.0 Workshop

- The Sales Excellence 2.0 Workshop is a one-day program offering a specific focus on how to excel in America 2.0. Ideal for participants who attended the Sales Excellence 1.0 workshop or existing salespeople with less than five years sales experience or who have not been exposed to professional sales training. Through a strategic scientific approach, every participant will learn how to increase the speed of client connection, position themselves as a value-based resource, develop listening skills, elevate value, communicate likeability and trust, set buying criteria that eliminate the competition and deliver presentations that are relevant, meaningful, and energized. Workshop Certificate of Completion and post training Online video content reinforcement through mobile phone or computer, participants can access content to ensure a fast and easy review of a specific topic whenever and wherever needed.
- **PRE-TRAINING QUESTIONNAIRE** - Consolidated results from the participant questionnaire customize the start of the training content, triggering participant dialogue and inspiring thought.
- **SALES INFLUENCE** – 84% of people want to buy from someone they know and trust. Studies reinforce that company culture is becoming a major factor in the decision-making process. Participants will learn how to position, present, and align their company culture with that of their client to ensure the highest level of “authentic” connection into their presentation.
- **ESTABLISHING TRUST** – When asked what qualities they value in a salesperson, buyers ranked “trustworthy” (47%) at the top. Participants will learn how the most effective negotiators and communicators naturally and immediately connect to their client through an unseen flow of energy that increases the speed of decision.
- **STRATEGIC QUESTIONING** – Increased client engagement through strategic questioning can increase client closing rates by 20%. Participants will learn how to transition from efficient to effective questioning skills by asking the right questions, at the correct time, and in the right way, to create conversations that uncover relevant and meaningful information that advance the sale forward.



SALES EXCELLENCE 2.0

CONT'D



- **ENERGIZED PRESENTATIONS** – A recent survey stated that 58% of meetings aren't valuable to buyers and 73% of B2B senior executives stated that the expectation for more personalized experiences is high on their agenda. Participants will learn what to focus on to ensure they are energizing and personalizing every presentation, so it becomes a customized interactive experience while incorporating a science-based proven strategy that ensures every presentation is high quality, unique, and impactful.
- **HANDLING OBJECTIONS** – Participants will learn how to receive fewer objections and identify what's behind the objections they do get, how to respond to an easy or difficult objection using communication techniques that make the objection the reason for moving forward or diffusing a difficult objection that reduces its importance and re-focuses the client on why they should move forward.
- **VALUE-BASED SELLING** – 79% of business buyers want their sales reps to be trusted advisors who add value. "Experience" has now taken over price and brand as it relates to decision-making criteria; 83% of clients are glad to give a referral after a positive experience. Participants will learn how to create and communicate an experience of value and present themselves as a resource, not a commodity. They'll also learn a framework that focuses on positioning and communicating the intrinsic value of both their company and product while ensuring that every client interaction is a positive experience, that advances and moves the sale forward.
- **SETTING CLIENT CRITERIA** – According to a recent LinkedIn state of sales report, Active listening (42%) and Problem solving (38%) were the top two characteristics buyers desire from salespeople. Participants will be able to eliminate their competition by incorporating the five elements of extrinsic value that reinforce to their client that they have paid attention, listened to their needs and are not just able to match the buying criteria of the client but present new buying criteria that they hadn't considered, positioning their company and solution as the only viable option!
- **BODY LANGUAGE** – Body language is king when it comes to selling. Whether you're presenting an idea in person or on a virtual platform, negotiating a deal, handling an objection, or having a meeting your body language and the ability to read others plays a key role in your overall success. Learn how to identify the subtle gestures of your client that indicate whether they have "brought in" to what you have said.
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SALES EXCELLENCE 3.0 WORKSHOP



THE SALES PRO

Sales Excellence 3.0 Pro Workshop is a two-day program designed to ensure a company Culture of Sales Excellence, ideal for all leaders, managers, and direct reports.

Pre-Training

- Nine question Online survey with questions that promote thought content to be included in the training. (Can also be customized to your company.)
- The Go-Giver Book or Audible Completion to enhance the platform for the training.

First and Second Day Training Modules and Exercises

- MODULE 1. **The Definition of Selling**. An introduction to the definition of Selling and its root meaning and who is actually selling? What is the number one question that is on everyone's mind and how do we answer it?
- MODULE 2. **Straight to The Heart**. What exactly should you be communicating to your clients/partners as it relates to their company, products, and services?
Exercise – Identifying the essence of what your company should be communicating.
- MODULE 3. **Subconscious Energy** – What it is, who has it and how to build and incorporate it into your communication.
Survey Question Review – Interactive and engaged dialogue.
- MODULE 4. **Like-ability vs Respect**. What is the difference and what detracts from decision-making? Communicating Like-ability – How important is it and how to do it.
- MODULE 5. **Engagement and Emotional Connection** – How to increase communication effectiveness by understanding the impact of starting a sentence with “Why” vs “What.”
- MODULE 6. **Establishing Trust** – The Framework, strategy and thought process that establishes the speed of trust.
- MODULE 7. **Efficiency vs Effectiveness** – Identifying the difference and how to improve your time management.

SALES EXCELLENCE 3.0

CONT'D

- MODULE 8. **Defining Value** – How to Elevate Intrinsic and Extrinsic value.

Exercise - Creating an Experience of Value.

- MODULE 9. **Authenticity** – Why is it important and what stops us from being our true authentic selves?

- MODULE 10. **The Future of Selling** – 2020 and Beyond – What companies need to do to meet customer needs. Study Review on the research that supports what will determine how people will choose to make a business partner decision. The three elements a business partner will expect from a business provider. What has overtaken price and brand in decision making.

Exercise – Customizing your company into the framework that impacts communication Uniqueness: Quality: Attitudes: Choice.

- MODULE 11. **Business and Personal Culture** – What influences it and why is it important – Study.

Exercise – Identifying what influences and drives your culture and how to communicate it. Cultural Alignment – How to connect with channel partners and clients and attract new ones.

- MODULE 12. **Givers Take All** – The Hidden dimension of Corporate Culture that support excellence. Reciprocity and Dream On – Strategies to incorporate, enhance and support known reciprocity types that drive a positive culture.

MODULE 13. **Three Reciprocity Types** – Identifying each reciprocity type in the workplace and how they influence business success.

- MODULE 14. **The Go-Giver Review and Premise** - Universal Principles that support a Personal and Business Culture of Excellence. The Five Laws of Stratospheric Success - The Law of Value: The Law of Compensation: The Law of Influence: The Law of Authenticity: The Law of Receptivity.

- MODULE 15. **EQ VS IQ** – Why is empathy important within today's business world? How do you handle difficult conversations? How do you control your own emotions? What are the three known types of empathy and how can you increase your empathic aptitude?

- MODULE 16. **Setting Criteria** - How to identify and position your company's competitive edge and not just meet partner or client criteria but set new criteria that separates you from the competition.

- MODULE 17. **The Applied Excellence Online Platform** – How to navigate, utilize and apply the video, audio and exercise self or team module reinforcement.





SALES EXCELLENCE SIMPLIFIED

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