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THE SALES PRO

LEARNING & DEVELOPMENT

YOU BRING THE WHY, WE'LL TEACH THE HOW
TOGETHER WE'LL ACHIEVE RESULTS!

WHY THE SALES PRO TRAINING?

REASON #1:

We create your own custom program or select from three unique and highly effective sales training programs designed to meet the needs of every sales person, whether you are at the beginning of a sales career or a seasoned professional and regardless of whether you are selling B2B, B2C, a product, a service, or if your sales cycle is short or long. The content for each program offers a perfect blend of new age, thought-provoking, and effective techniques, skills, and strategies from two very powerful sales books; “The Sales Pro” and “The Go-Giver,” both of which offer a consultative, client-oriented approach that focuses on pulling, not pushing.



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REASON #2:

Regardless of which program you select, the training is not just “Espresso Rich” in up-to-date content, but has been designed to ensure the highest level of communication and emotional connection with buyers who have become increasingly smart in our highly connected and knowledgeable world. Specific focus is given to, not just intellectually knowing and owning the techniques and strategies, but developing the skill in how to apply them.

REASON #3:

Customization to your company can be applied to either program, however the ‘High Intensity’ training content has been designed to actively incorporate ‘Selling Defined’ which reinforces the future of selling and allows each participant to present their company story. This program also allows differentiation into specific sessions within the training, ensuring the highest level of focus is given to this extremely relevant content, that establishes a powerful connection between the buyer and the seller, which is proving to be a game-changer in the new age era of selling. (For open company training, non-competing lines are guaranteed.)

REASON #4:

Video training review modules designed to ensure self or facilitated follow-up reinforcement of the content are included in addition to an audio version allowing fast and easy training access wherever and whenever it’s needed.

REASON #5:

Every training is personally delivered by our principal, Paul Anderson, author of The Sales Pro and Certified Go-Giver Speaker and Coach.



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HIGH-INTENSITY TRAINING PROGRAM CONTENT

The High-Intensity Training is a two-day program offering a specific focus on the speed of client connection, establishing and communicating likeability and trust, setting criteria that eliminate the competition, positioning yourself as a value-based resource, unleashing the true power of your own authenticity, developing listening skills, and how to deliver presentations that are energized offering a customized interactive experience.

Each participant incorporates and actively presents their company story and differentiation into specific sessions within the training to ensure fast and effective post-training results that can be applied on their very next sales call. (For open company training, non-competing lines are guaranteed.)

- **SELLING DEFINED** — Learn how to position, present and align your company culture with that of your client, to ensure the highest level of connection with the values and principles that support your culture into your presentation, is an absolute must in today's highly competitive world.
- **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. Learn how to establish and communicate likeability and trust so your client knows, likes and trusts you!





- **SELLING VALUE** — Learn how to create and communicate an experience of value and present yourself as a resource, not a commodity! Outsell the competition and increase your order profitability through identifying, positioning and communicating your intrinsic and extrinsic value while ensuring that every client interaction is a positive experience, that advances and moves your client closer to you.
- **SETTING CLIENT CRITERIA** — Eliminate your competition by not just establishing client criteria but setting new criteria that position your company and solution as the only option. Learn how to identify, communicate and position your differentiation!
- **STRATEGIC CLIENT QUESTIONING** — 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 you forward.
- **AUTHENTIC INFLUENCE** — Client connection through personal and company congruency, focusing on adaption, not adoption. Learn how to define your thinking, realize and communicate your true value to enable a deeper and more loyal connection to your client.
- **EFFECTIVE PRE-PRESENTATION STRATEGY** — Learn how to instill the trust needed for your client to confirm agreement before leading into your presentation, and how to create a credible platform from which to move forward, that reinforces there will be zero risk in making the decision!
- **ENERGIZED PRESENTATIONS** — Learn how to portray an authentic enthusiasm that ignites your audience, energizing every presentation so it becomes a customized interactive experience!
- **CLOSING WITHOUT CLOSING** — Learn how to incorporate the hidden power that enables your client to psychologically connect and be pulled into “wanting” what you are offering!

THE SALES PRO 2 TRAINING PROGRAM

The Sales Pro 2 Training is a one-day program offering an in-depth view and interactive application of the four highest level professional selling techniques: Sales Influence, Selling Value, Strategic Questioning, and Setting Client Criteria. Incorporated into the training is 'Selling Defined.' This fifth element creates the platform for how to achieve an emotional connection with your client by reinforcing and aligning their corporate culture in terms of values and principles to yours, which is proving to be a game-changer in the new age era of selling.

- **SALES INFLUENCE** — 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. Learn how to establish and communicate likeability and trust so your client knows, likes and trusts you!
- **SELLING VALUE** — Learn how to create and communicate an experience of value and present yourself as a resource, not a commodity! Outsell the Competition and increase your order profitability through identifying, positioning and communicating your intrinsic and extrinsic value while ensuring that you make every client interaction a positive experience, that advances and moves your client closer to you.
- **STRATEGIC QUESTIONING** — Learn how to transition from efficient to effective questioning skills and how to ask the right questions, at the correct time, and in the right way, creating conversations that uncover relevant and meaningful information that advance you forward.
- **SETTING CLIENT CRITERIA** — Eliminate your competition by not just establishing client criteria but setting new criteria that position your company and solution as the only option. Learn how to identify, communicate and position your differentiation!

THE SALES PRO 1 TRAINING PROGRAM

The Sales Pro 1 Training is a one-day training program offering traditional training content: new business development, raising your sales standards, responding to objections, dynamic sales presentations, closing and how to develop a process of endless referrals, how to effectively communicate, dynamically present and achieve client commitment by reinforcing how the highest paid sales professionals quickly establish trust, build rapport and influence their client to move forward.

- **NEW BUSINESS DEVELOPMENT** — Learn how to be more effective with your time and to create a clear understanding of who you need to talk to, what the objective will be from each conversation and most importantly how to position your conversation with a decision maker so you achieve an appointment, without volunteering information! Learn how to communicate more effectively, capturing deeper more relevant information while having a natural conversation with your client and how to effectively respond to potential objections such as, “I’m not interested” or “send me information.”
- **HANDLING PUSH BACK** — Learn how to receive fewer objections and identify what’s behind the objections you do get! The Sales Pro shares 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 with your solution.
- **ENERGIZED PRESENTATIONS** — Learn how to instill the trust needed for your client to confirm agreement before leading into your presentation and how to portray an authentic enthusiasm that ignites your audience, energizing every presentation so it becomes a customized interactive experience! Winning presentations require a framework and structure that can be easily customized and tailored to each client. The Sales Pro will show you an eight-step process that will allow you to effectively communicate the benefits and results that match your client needs, pulling them more and more towards your solution, eliminating the competition!
- **ENDLESS REFERRALS** — Learn how to network and create a process for endless referrals by communicating likeability and trust. Establish how to build rapport which is an unseen flow of energy that naturally connects you with the person you are talking to. Learn how to effectively communicate and achieve immediate connection with your client so they know, like and trust you!

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SALES EXCELLENCE SIMPLIFIED

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