Seminar Title: **Fundamentals of Professional Selling**

Duration: **3 Days**

Price: **$2,595**

Why Seminars by The Taylor Group?

We have designed all of our seminars to focus on only one, key, objective:

"Increasing the profits of the companies that pay for their employees to attend our seminars"

We do this with the following seminar components:

1) Know Your Instructor:

We share each seminar leader's biography for each seminar, before you buy. If you don't like their biography then we don't expect you to purchase our seminar.

2) Personal Contact Before Seminar:

Each seminar leader personally contacts your employee by phone or e-mail before the seminar begins, to ask about the key skill and knowledge items your employee needs to focus on during the seminar.

3) Assessments Done Before Start of Seminar:

Each of our seminars includes one or more employee assessments that are completed before the seminar even begins. These seminar assessments are in several personal development areas including:

- Personal Communication Style
- Management Strength Assessment
- Marketing Knowledge Assessment

Each assessment is done online before the start of each seminar so we can insert more profitable content into the classroom sessions.

4) Luncheon Seminar, "Lessons From the Field":

During one lunch period of the seminar, we invite back a recent graduate of this seminar and ask them to share with your employee, how the graduate has worked to improve his firm's profits with the skill and knowledge learned in each seminar.

This is to help "Jump Start" your employee's thinking on how to apply the many profit building ideas we share with them.

5) Live Reinforcement Webinars at Months 4, 8 and 12 Months After the Seminar:

Our seminars are designed to focus on helping your employees implement the best practices described in our seminars. Therefore, we include in the seminar price, three, live, instructor led webinars **at 4, 8 and 12 months after the last day of the seminar.**

6) Recorded Reinforcement Webinars Available for 24 Months After the Seminar:

If your employee is not available to join a profit reinforcement webinar, it is recorded for them with the voices and profitable ideas from their classmates and is made available **for 24 months after the last day of the seminar.**

7) Buy It!

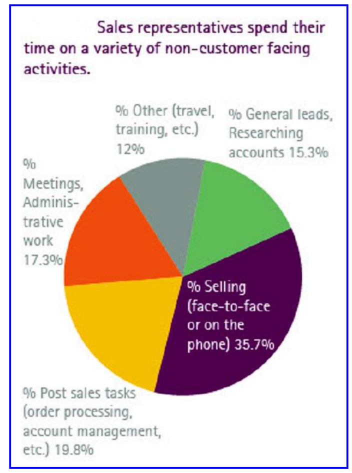
Finally, if you can find another seminar from a different adult education provider that will increase your firm's profits more than our seminar, then buy it!

Seminar Introduction:

This seminar is designed for a Sales Person within their first twenty-four months as a Sales Person.

This is a practical, hands-on seminar based on our on-going research into effective selling skills. It is designed to allow your new Sales Person to learn the technical components of effective selling such as prospecting for new business, securing the appointment, conducting the across-the-desk needs analysis and advancing to the next step in the buyer's "Buying Cycle"

Learning Objectives:



During this program the Sales Person will learn these profit improvement ideas and concepts:

- Beginning in our classroom and continuing back within your firm, your new Sales Person will develop a description of the "Perfect Customer" that they will target in the coming 12 months. This "Perfect Customer" will be identified by geography, by industry, by number of employees, by revenues and by historical gross margins for this segment.

- Creation of the beginning of an exhaustive list of all suspects and prospects within the assigned sales territory that meet the criteria of the "Perfect Customer"

- Identify the four key buyer roles within a typical account and how each can affect your sales and gross margin opportunity

- Identify the four most common, customer communication styles and how to respond to each effectively:

  - Dominance Communication Style - This customer style places emphasis on accomplishing results, can be blunt and wants to get straight to the point

  - Influence Communication Style - This customer style places emphasis on influencing or persuading others, is enthusiastic and like to collaborate with others

  - Steadiness Communication Style - This customer style places emphasis on cooperation and sincerity and doesn't like to be rushed to make a decision

  - Conscientiousness Communication Style - This customer style places emphasis on quality and accuracy and wants the sales person to be objective and detailed

- Effectively implement the key parts of a profitable sales process:

  - Initial benefit statement to open the sales call
  - Probing to uncover customer needs
  - Match your probing questions to the customer's communication style
  - Respond to each customer need with a "Feature, Advantage, Benefit" (FAB) statement

- ❖ Identify your customers' 10 most common objections and your winning responses
- ❖ Match your response to objections to the customer's communication style
- ❖ Closing or seek commitment to the next step in the customer buying process

➢ Describe the components of "Proactive Listening" and successfully apply these components in a roleplay

➢ Review the top "Time Wasters" for sales people and identify how to reduce or eliminate these "Time Wasters" in your firm in order to increase your weekly, available "Selling Time"

➢ Apply the 7 principles of territory management to your suspects and prospects based on projected profit margin and/or profit dollars

➢ Successfully apply the newly learned selling skills into a successful roleplay with your classmates

➢ Offer coaching feedback to your classmates based on their roleplay use of the newly learned selling skills

Your Return on Investment in 12 Months:

We have designed this seminar so that you can expect to receive a 100% dollar return on your direct seminar cost within the first 12 months after the last day of this seminar.

Remember that included with the seminar price are three, live, instructor led, reinforcement webinars for your employees.

These are offered at months 4, 8 and 12 months after the seminar to help ensure that your staff is immediately implementing many of the profitable ideas contained in the seminar.

Who Will Most Profit by Attending:

This seminar is designed for a Sales Person within their first twenty-four months as a Sales Person.

Our Faculty:

Our Faculty Member for this seminar is, Paul Sheehan.

Paul is Managing Partner of The Taylor Group International, headquartered in Chicago, Illinois. The firm specializes in the following areas:

- Sales force training and development
- Sales management training and development
- Key accounting selling and coaching
- Sales and sales management curriculum design and development

Recent clients of the firm include:

American Airlines	BOWE Bell + Howell
Canada Life Insurance	Chamberlain Group
Crane Co.	FedEx Express
GE Aviation	Hilton Hotels Corporation
Honeywell	Johnson Controls Inc
Kohler Company	Livingston International
Merck	MOOG Inc
Novartis	Canon Solutions America
Panasonic	Pfizer
SIEMENS AG	Starbucks Coffee
Toronto Dominion Bank	Walt Disney

In addition to his consulting duties Paul served as a member of the Sales and Sales Management Faculty for the world's largest training organization, the American Management Association. He is also an Adjunct Professor of Sales Management at the Schulich School of Business at York University in Toronto.

Paul has been invited to speak by such diverse groups as The Conference Board, Canadian Professional Sales Association and Sales and Marketing Management's magazine Power Selling forum. Paul earned his undergraduate degree at the University of Toronto and his Masters of Business Administration at the University of Western Ontario.

Paul is past Vice President of the Chicago Sales Training Association (CSTA) and Past President of the Customer Relationship Management (CRM) Association in Chicago.

Paul can be contacted at:
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Program Content:

Module 1 - Professionalism

- Define “Professionalism”
- Name and define the elements of sales productivity

Module 2: Planning

* List the basic elements of the planning process
* Define and list the advantages of pre-call planning
* Gather appropriate information about prospects / clients

Module 3: Customer Communication Styles

- Profile your own buyers in terms of their communication style

  - Dominance
  - Intuitive
  - Steadiness
  - Conscientiousness

- Modify your sales approaches to suit the behavior profiles of various buyers

Module 4: The Sales Process

- Initial benefit statement to open call

- Probing - Open and closed probing questions to uncover your customer's needs

- Presentation - Describe your solution to their needs by learning to use a Feature - Advantage - Benefit statement

- Objection Handling - Respond to common objections to your products or service

- Seek Commitment - Help your customer move to the next step in buying something from your firm or resolving a concern they have with a current product or service

Module 5: Effective Listening

- Define “Listening” and identify its elements
- List and describe the barriers to good listening
- Explain how listening skills can improve sales performance

Module 6: Professional Evaluation Exercise

- Sales Roleplays in Groups of 3 - Sales, Customer & Observer

Module 7: Time and Territory Management

- Develop account objectives
- Develop territory coverage objectives
- Utilize time management techniques

Module 8: Personal Action Plan

- Prepare your action plan to implement your newly developed selling skills in the coming months

(End of Seminar Description)