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KEYNOTE SUMMARIES

- ***The Power of Crisis*** – For every person who has experienced road rage, computer glitches, and the frustration of a pleasant, yet irritating, computer generated voice that says, “I’m sorry. I didn’t get that. Did you say you were flying to lower Slovakia?” this is the session to attend! Heroes are not made when life is easy and this keynote leaves attendees inspired to control their emotions in the work place while facing the daunting challenges of our times. Lessons:
 - ✓ Discover the key to enhanced competence through emotional consciousness.
 - ✓ Learn coping mechanisms to beat stress effectively and immediately.
 - ✓ Turn road rage and emotional challenges into winning moments.
 - ✓ Create personal touches with impersonal technology.
 - ✓ Learn actions that enable you to live with optimism.
 - **Target Audience: General**

- ***Friends, Beggars & Blue Suede Shoes*** – Your clients fear that Joey Bagadonuts, the professional visitor, will be the next salesperson walking through their front door. Sadly, this happens all too frequently and you can’t afford the bad publicity. This program teaches salespeople to beat negative stereotypes and exceed customer expectations. Salespeople will learn to deal with combative price negotiations and time management challenges while closing more sales. Learning outcomes:
 - ✓ The four essential habits consistently found in Sales Leaders.
 - ✓ How to be the consultative sales leader that clients want in their office.
 - ✓ Why speed is the enemy of profit and how to overcome a reliance on price.
 - ✓ Ways to retain loyal, fair margin customers who pay...on time!
 - ✓ Methods to reduce the nuisance factor of high maintenance customers.
 - **Target Audience: Salespeople & Sales Managers**

- ***Take the Mystique out of Sales Management*** – The frustration of business executives is their inability to predict future results. Owners, executives, and financial officers are plagued with the uncertainty of waiting for results to be delivered by salespeople and managers. This presentation describes the way to shift from results-based leadership to behavior measurements that predict future results. Key learning outcomes:
 - ✓ Understand the behaviors that produce superior performance and results.
 - ✓ Measure sales operationally, like any other department in your organization.
 - ✓ Establish the right, consistent communication up and down the chain of command.
 - ✓ Build loyalty, trust, and acceptance of accountability from salespeople.
 - ✓ Understand the right and fair way to hold sales managers accountable.
 - **Target Audience: Owners, Executives, Sales Managers, and General Managers**

KEYNOTE SUMMARIES

- ***Making the Phone Ring off the Hook with Leads*** – The old game of “Advertise and Wait” is no longer the path to marketing success. Learn how businesses are using modern communication to cost effectively get leads and open new markets. This session illustrates how to craft a brand promise that gets people in the door.
 - ✓ Create a promotional message that gets prospects to call you
 - ✓ Learn how to (and why) you must promise a positive “experience”
 - ✓ Leverage the power of case studies and elated past clients
 - **Target Audience: Owners and Marketing Managers**

- ***Create a World Class Customer Experience*** – The greatest companies of our times create unique customer experiences to fuel client loyalty and constant growth of profits. This lecture reveals the secrets that create repeat business, elated clients and constant sales growth.
 - ✓ Everybody sells! Involve your entire team in the client experience.
 - ✓ Define a customer–focused purpose that beats the competition.
 - ✓ Learn how leaders proactively manage the role of all employees.
 - ✓ Leverage technology to position you as the first choice in the market.
 - **Target Audience: Owners, Managers and Organizational Leaders**

YOUR CUSTOMIZED KEYNOTE PRESENTATION – Your organization and event needs are unique. That is why every presentation is customized to fit your needs and your audience. Here are two examples of programs that were crafted to suit the unique needs of our clients.

SALES TRAINING MODULE SUMMARIES

- ***A Profession of Fear*** – Selling is perhaps the most psychologically challenging and stressful profession in business. Salespeople work under the watchful eyes of executives, managers, and co-workers. If they fail to achieve results, there is no shortage of Monday morning quarterbacks available to criticize performance. This program illustrates how salespeople must re-channel energy to concentrate on the right behaviors instead of results. Ironically, the release of pressure for results and a shifting focus on behaviors creates better energy and, ultimately, sales results.

- ***Beat the Order Taker Service Rut (The Non-Linear Sales Theory)*** – Learn the secret to closing more sales and evolving from a professional visitor to a sales leader. This program illustrates how to achieve momentum to produce new relationships that end in sales. Drawing from Rick’s latest book, The Sales Secret, this program defines the reality of adaptive selling in a complex world.
 - ✓ Discover the method to close more deals.
 - ✓ Handle objections and conflict with ease.
 - ✓ Get beyond the erroneous textbook definition of the linear sales call.
 - ✓ Manage the interruptions and curveballs clients throw at you.
 - ✓ Create effective game plans and interactions that your clients will embrace.

- ***Channel Management in the Building Industry*** – Summarizing the theory of Rick’s book, Strategic Sales in the Building Industry, this program provides a lecture and workshop that helps you sell effectively to builders, architects, commercial contractors, and re-sellers of your products. The complexities of distribution channels are simplified to give you tactics that include:
 - ✓ Methods to beat the price objection.
 - ✓ Convert price negotiations into “total cost” discussions.
 - ✓ Get rewarded for promoting to architects and designers.
 - ✓ Improve customer loyalty by building commitments prior to the sale.
 - ✓ Discover how to become a “credible sales leader” that people follow.

- ***Selling as a Long-Term Prospecting Campaign*** – Prospecting cures all. Prospecting provides the future sales for your organization. Prospecting provides the power of choice and enables salespeople to walk away from combative negotiations. Prospecting provides confidence to all performers when they master the skill. Prospecting is a science that can be learned and mastered with commitment and discipline. Learning Objectives include:
 - ✓ Identify the value of your market opportunity to create optimism.
 - ✓ Define your ideal customer in order to invest time wisely.
 - ✓ Create a message that inspires action in prospects and clients.
 - ✓ Manage information to outperform your competitors.
 - ✓ Discover how to gain clients that produce favorable sales margins.

SALES TRAINING MODULE SUMMARIES (CONTINUED)

- ***Out-Listening Your Competition: GO for MORE™*** – This trademarked listening skills program has been rated by past program attendees as the differentiator in their careers. The session turns salespeople from product peddlers to blossoming consultants when they put the practices into place. Learning Objectives include:

 - ✓ Illustrate the value of listening as the defining skill of business success.
 - ✓ Define the information that reveals instant sales opportunities.
 - ✓ Learn why open-ended questions are overrated.
 - ✓ Identify the four categories of a client’s business that produce consultative sales opportunities.

NOTE: This sales module can be adapted as a leadership tool for your managers to:

 - ✓ Demonstrate a valuable skill that every salesperson must master.
 - ✓ Create managerial competence that salespeople respect.
 - ✓ Establish sales leadership credentials for managers who have never been full time salespeople.

- ***Presentations: Your Unique Selling Promise with the 30-5-30 Presentation™*** – This session reveals a powerful process for crafting a message that generates more appointments, increases influence, and helps your salespeople prepare effective presentation skills. Learning Objectives include:

 - ✓ Brainstorming process that reveals the unique power of your organization.
 - ✓ Craft an opening statement that generates more appointments.
 - ✓ Write better e-mails and letters.
 - ✓ Improve sales presentation planning skills.
 - ✓ Learn the power of the 30-5-30 Presentation Process™.

- ***Presentations: Advanced Presentation Skills Workshop*** – Get beyond the trite feature-benefit presentations of your competitors to craft a message that generates action. This session defines the presentation strategies that create credibility and sales results. Learning Objectives include:

 - ✓ Create a 3-point presentation that generates action from prospects.
 - ✓ Learn the four presentation strategies for different phases of the sales process.
 - ✓ Customize presentation for the different levels of decision makers.
 - ✓ Develop platform skills to deliver a winning message in group settings.

- ***The Chameleon Communicator*** – This session draws on the enlightened psychological discoveries that identify personality traits of listeners and how you can adapt to each style. At the conclusion of this session, you’ll have tactics that enable you to become more influential, regardless of the personality type you encounter.

 - ✓ Discover how to quickly read a personality type.
 - ✓ Learn the confrontational techniques that work with the “Commander”.
 - ✓ Avoid the mistakes that destroy momentum with the “Engineer.”
 - ✓ Build a relationship that influences the “Worry Wart.”
 - ✓ Achieve amazing success with “Mr. Jones+.”

LEADERSHIP TRAINING MODULE SUMMARIES

- ***Vision: Building a Behavioral Mission*** – A facilitated dialogue with sales managers to change focus from results-only-based to process-based leadership that creates results.
 - ✓ Develop primary measurements of behavior that produce results.
 - ✓ Translate your sales vision into a process that salespeople embrace.
 - ✓ Effectively manage up and down the chain of command.
 - ✓ Define a “localized” vision of performance for each department in your organization.

- ***Quantitative Management: Predicting Future Results*** – It is easy to measure past results...but ultimately the wrong path towards improving the future. This session is a mind-bending exercise in quantitative management of subjective behaviors. The program offers measurement tools that lead to predictable future results and create a new mindset for managing the daily activities of sales performers. The end result is more confidence than you have ever had about the future.
 - ✓ Stop measuring in the rear view mirror of past results.
 - ✓ Develop statistics that predict future results.
 - ✓ Get salespeople to buy into your vision.
 - ✓ Manage up and down the chain of command with renewed confidence.
 - ✓ Create objectivity in performance evaluations and a scorecard of future performance excellence.

- ***Coaching: 6 Days to Building a Winning Sales Leader*** – Leadership is not a title on a business card. The only way to become a leader is through the credibility that comes from mentorship and the ability to coach individuals to better performance. This session is for all managers who want to systematically improve the performance of individuals in the field.
 - ✓ Demonstrating the skills of selling (even if you think you don’t have them!)
 - ✓ Know the method to plan coaching sessions that produce instant improvement.
 - ✓ Develop the science of successful performance in salespeople.
 - ✓ Determine how to choose the right candidates for coaching success.
 - ✓ Instill leadership that produces a mentoring program down the chain of command.

- ***Motivation: The Psychology of Superior Leadership*** – This session teaches leaders how to get better performance from employees by emphasizing methods to clarify expectations, create objectivity in performance, use praise to create real return on investment, and deliver constructive feedback to underperformers. Learning Objectives include:
 - ✓ Tying your entire organization into the overall mission.
 - ✓ Learn six key leadership skills that create results.
 - ✓ Discover how to manage normalcy to avoid crises.
 - ✓ Link behaviors directly to desired outcomes and company goals.
 - ✓ Proven methods for converting employees from prisoners and vacationers into enthusiastic contributors.

LEADERSHIP TRAINING MODULE SUMMARIES

- ***The Economic Value of Praise*** – This powerful leadership tool is mistakenly taken for granted. This session brings the power of praise to the forefront of the manager’s consciousness and enables the leader to use this free resource for significant monetary gain.
 - ✓ Learn the difference between praise and gratitude.
 - ✓ Proactively apply the skill to reinforce desired behaviors.
 - ✓ Build a team environment where praise becomes contagious.
 - ✓ Get your ego out of the way to maximize the value of recognition.

- ***Constructive Feedback: Coaching before Correction*** – There is a fine line that differentiates supportive coaching from punitive criticism. Unfortunately most managers fail to deliver the former and instead only apply the latter when it is too late. This training module provides practical insights and a structured process to change the behaviors of performers for the better.
 - ✓ Deliver criticism that performers actually receive with gratitude.
 - ✓ Eliminate debates about the authenticity of your observations.
 - ✓ Involve performers with questions that lead them to your conclusions.
 - ✓ Avoid the mistake of delivering constructive coaching as punitive feedback.
 - ✓ Prepare ineffective performers for dismissal before it’s too late.

- ***Interview to Get Winning Candidates*** – Success is in the percentages. The key to recruiting and hiring winning talent is hiring the person most likely to succeed. This session illustrates the mainstream methods for determining which candidates have the right stuff.
 - Avoid the most common mistakes of hiring.
 - Discover the best places to find new talent.
 - Determine the key characteristics you need in a successful performer.
 - Create a scientific method for evaluating talent and desire.
 - Succeed because you get the right people on the team from the start.

- ***The Sales Process: Science or Art?*** – The answer is “yes.” Whether you are managing long-term veterans or industry newcomers, this program will give you the insights to create better sales performance by focusing on the science of selling as a foundational leadership tool. Learning Objectives include:
 - Rethink the sales process.
 - Create salespeople who produce momentum with every sales call.
 - Demonstrate how to objectively manage the sales process to get results.
 - Define the step-by-step process of building sales performers.
 - Provides a systematic sales method for long term organizational consistency.

- ***Quantitative Management: Predicting Future Results*** – You can’t manage business in the rear view mirror. This session provides leaders with the tools to evaluate market opportunity, prospecting activity and methods to create predictable future sales performance. Learning Objectives include:
 - Develop a method by which realistic (and lofty) goals can be achieved and monitored.
 - Create simple methods that address measurement complexities of the real world.
 - Establish a process for tracking and adjusting behavior to achieve long-term goals.
 - Eliminate fear and anxiety by following a disciplined tracking procedure.
 - Create objective dialogue that establishes valuable communication up and down the chain of command.