SALES BOOT CAMP
Your Path to Great Salespeople

WHAT TO EXPECT...

Build a BETTER SALES team than your competition

Imagine a salesperson who passionately brings in new business, protects sales margins, and sets the standard of performance in your organization. This is exactly what you will have at the conclusion of Rick Davis’s collegiate level Sales Boot Camp. This fast track course takes your staff from sales fundamentals to advanced concepts that beat your competition. The session produces the right habits for new salespeople while breaking down unproductive patterns for old ones.

A TANGIBLE & MEASUREABLE Action Plan

At the conclusion of the program, attendees create a one-page action plan to share with their manager. Why one page? Because it’s measurable, memorable and tractable every day; it’s clear in the mind; and it produces results. Even better, the plan guides communication up and down the chain and validates your investment in the performer. Specific content includes:

- **1-Week Startup Plan** – After the session, salespeople will organize their self-reporting tools and build a territory game plan. They will set sales and prospecting goals; establish their calendar management plan; determine a lead tracking method; and begin the process of proactive prospecting.

- **90-Day Tracking Commitment** – The program introduces tools for pipeline tracking and monthly review of activity. You will be invited to share sales activity data with Rick (for a nominal fee) during this period and receive his feedback to keep salespeople on course for long-term sales success.

- **Annual Review** – At the conclusion of one year, results tracking will demonstrate the effectiveness of performance. New annual goals will be established based on the history of pipeline volume, prospect quality, closing ratios, customer attrition, and economic fluctuations.


Your salespeople will master the Non-Linear Sales Formula™, a proven system for success that emphasizes adaptive selling skills for unique situations and personality styles. Rick has identified where the linear realities of selling occur and where they deviate. Your salespeople will learn the three-step process of 1) Pre-Call Planning, 2) The Realities of the Sales Call, and 3) Post-Call Follow-up.

Unlike the sales process, our practice of building a sales performer is linear…and works! We will teach your salespeople the science of prospecting, listening, and performance measurement. Their mastery of sales science establishes the foundation to work on the artistry of presentation, conflict management, and closing the deal. You will get a credible performer who masters the craft and confidently executes to produce engaged and elated customers. At the conclusion of the program, they will be sales call experts.
PROGRAM MISSION...Profits & Volume

- **Proactive Prospecting** – We guarantee that your salespeople will be prepared and excited about **proactively prospecting for new clients**. The lesson plan includes an evaluation of your market opportunity; how to find perfect clients; cold call scripts that achieve sales momentum; and tracking methods to ensure valuable leads do not fall through the cracks. Your salespeople will recognize the **abundant opportunities** that exist and leave with a process to build relationships with the best leads in your market.

- **Consultative Listening** – The usual sales approach for “qualifying” reveals information about competitors’ strengths and weakness, but fails to focus on the client’s favorite subject – i.e the client. Product interest interrogations tell you how to bid, but inevitably lead to combative price negotiations. The GO for MORE™ method teaches salespeople to “understand” with the power of **consultative listening**. This increases client **trust** and the **credibility** salespeople need to help customers succeed.

- **Solution Delivery** – A typical presentation is feature-benefit iteration that proves the salesperson can memorize product details while failing to influence a specific audience. For example, a contractor has vastly different buying triggers than a product dealer. An analytical employee of a prospect is influenced much differently than the market-driven owner. A great presentation therefore **delivers solutions and resources** that relate to the unique client perspective and makes them want to buy. The result is **margin & volume growth** for your company.

- **Expectation Fulfillment** – The salesperson tells the client a lead time is three to four weeks; the client hears three and allows two; the salesperson should have recommended five in the first place. Great sales leadership is not putting out fires; it is preventing them. The entire sales process for consultative sales leaders produces no hassles for the buyer. Rick will teach your salespeople how to **manage expectations**, produce elated clients, and **create unbreakable buyer loyalty**.

- **Closing the Deal** – If your salespeople end meetings with the ineffective question, “What else can I do for you today?” or make rote statements like “Closing is asking for the order!” then you need them to be at this session. They will learn the **real secret to closing deals** effectively with **control and confidence** to produce a level of career security (and results!) like never before.
**DAY ONE: 8:30am – 5:00pm**

- **What is “Adult Boot Camp?”**
- **Friends, Beggars & Blue Suede Shoes**
  - 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.

- **Quantitative Management: Predicting Future Results** – A new mindset to achieve goals and no more pulling out of the driveway without a plan.
  **WORKSHOP:** Attendees map out the formula for prospecting by breaking it into manageable segments. The result is a “contract commitment” that salespeople bring back after the program is complete.

- **Selling as a Back-to-Basics Prospecting Campaign**
  - 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.
  **WORKSHOP:** This afternoon session includes a writing workshop for prospecting excellence. The workshop becomes the launching point for other presentation formats and dramatically improves communication skills.

**DAY TWO: 8:30am – 4:00pm**

- **Beat the Order Taker Service Rut (The Non-Linear Sales Theory)** – Attendees discover the realities of the three-step sales call – 1) Pre-Call Planning, 2) The Realities of the Sales Call, and 3) Post-Call Follow-up – and a defined set of skills to master during each phase.
  - Create a plan for interactions that your clients will embrace.
  - Introduction to the method for closing more deals.
  - Manage the interruptions and curveballs clients throw at you.

- **Out–Listening Your Competition: GO for MORE™**
  - The value of listening as the defining skill of business success.
  - Four categories of a client’s business that you must understand.
  - The information that reveals instant sales opportunities.
  **WORKSHOP:** Question planning and group skill practice.

- **Presentations: Your Unique Selling Promise with the 30-5-30 Presentation™**
  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™.
  **WORKSHOP:** Advanced presentation skills planned and rehearsed.
DAY THREE: 8:00am – 2:30pm

- **The Chameleon Communicator**
  - Quickly read a personality type.
  - Learn the confrontational techniques that work with the “Commander”.
  - Achieve amazing success with “Mr. Jones+.”
  - Avoid the mistakes that destroy sales with the “Engineer.”
  - Build a relationship that influences the “Worry Wart.”

- **Negotiate and Close**—The program content concludes with a two part workshop on closing skills and negotiation tactics that work. The realities of closing the deal are discussed and followed up with an exercise to prepared negotiating strategies before the heat of battle.
  - The three-step Closing Process.
  - Create trusting relationships before the transactions begin.
  - Deliver resources that make you an essential “unpaid employee” for the client.
  - Specific tactics to beat the price objection and negotiate for profit.

- **The Contract with Yourself**—Most seminars end with attendees scrambling to get back to the “real world” and quickly, unconsciously retreating to old habits. The Sales Boot Camp concludes with a discussion about action planning and a contract that salespeople make with themselves. The one-page contract is a simple, yet effective, plan of action that can be monitored easily on a daily, weekly, and monthly basis with minimal time investment.
SALES BOOT CAMP REGISTRATION FORM

Name __________________________________________
Company ________________________________________
Company Address _________________________________
City, State, Zip ____________________________________________________________________________
Office Phone ________________________________
Cell Phone _______________________________________
Preferred Email _____________________________________

PROGRAM DETAILS
LOCATION: Mansfield, MA

AVAILABLE SESSIONS: (Please check session you will attend)
☐ March 3, 2015: 8:00am – March 5, 2015: 3:30pm

PROGRAM INVESTMENT
  ● $1250 per Individual

PAYMENT
☐ I will pay with a check*
  * Make checks payable to Building Leaders, Inc.
Bill My Credit Card: ☐ Visa ☐ MC ☐ Amex
Name: ___________________________________________
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ACCOMMODATIONS
We have secured a discounted room rate for you and will make your reservation.
Check-In Date ____________ Check-Out Date ________

Note: The hotel will charge you directly for your room and incidental expenses.

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Building Leaders Inc. /PO Box 408263 / Chicago, IL 60640 / Fax (773)326-3688/E-mail:
ellice@buildingleaders.com