



SCIENCE of Sales Boot Camp ***The SCIENCE of Superior Sales Performance***

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 SCIENCE of 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.

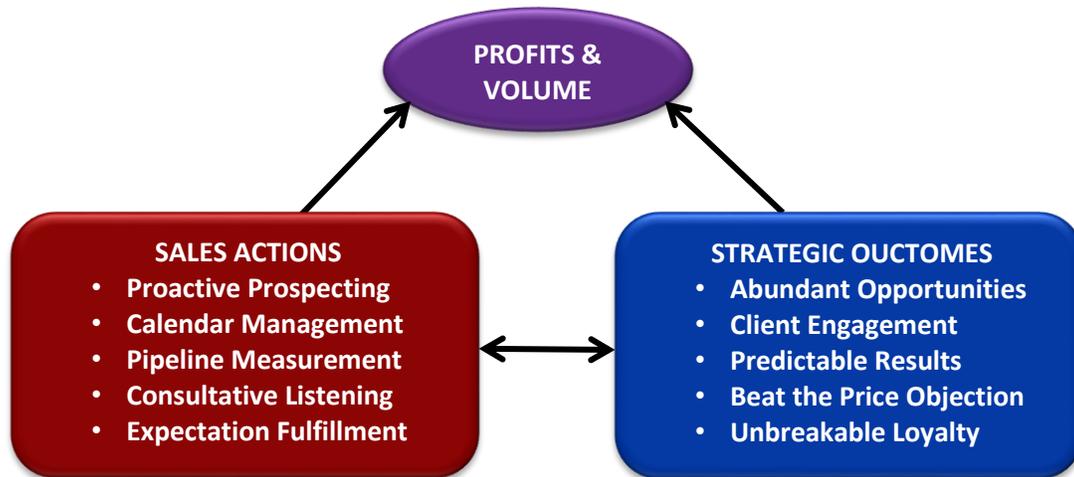
The SCIENCE of Superior Sales Performance

Why SCIENCE? It's time to take the guesswork out of sales achievement. The difference between sales excellence and mediocrity is too often an opinion. More often the assumption is that sales results indicate competency, but often the results have little to do with the performance. The *Science of Sales Boot Camp* provides the measurable data of superior performance. You will no longer need to wait and hope that your salespeople have the capability to achieve sales growth and fair margins.

Your salespeople will return from this session with a clear plan of measurement and a willingness to stick to it. The program demonstrates the link between measurable performance and future outcomes. Your salespeople will discover the keys to measuring prospecting activity, closing ratios, calendar activity, and account details. These measurements add up to results that you can predict before they occur.

Their mastery of sales science accelerates abilities to deliver presentations that influence; deal with conflict and objections; and close more deals. 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 capable of achieving expertise on every sales call.

PROGRAM MISSION...Profits & Volume



- **Abundant Opportunities** – Abundance is not something that happens in the market; it happens between the salesperson’s ears. We guarantee that your salespeople will be prepared and excited about proactively prospecting for new clients. Prospecting sets the stage for higher margins and the power to hold your price in combative negotiations. 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.
- **Client Engagement** – Your best customers and prospects buy when your salesperson reshapes the experiences and demonstrates how to bring your value proposition to life. This begins when the salesperson establishes meaningful dialogue starting with appointments and calendar management that gets your clients to engage positively with your organization.
- **Predictable Results** – Results are a mathematical function of customer retention, prospecting, and closing ratios. At the conclusion of this program your salespeople will return with formulas to achieve predictable future results and the wherewithal that fulfills the prospecting requirements to succeed.
- **Beat the Price Objection** – Your salespeople will leave with an ownership mindset where selling volume is no longer as important as selling profits. Instead of “bidding” for projections and delivering “starting points,” your salespeople will learn to slow the process and discover ways to listen for sales opportunities and leverage their prospecting abundance to achieve better sales margins while beating the price objection.
- **Unbreakable Loyalty** – Your salesperson promises lead time between “two to three weeks.” The client hears two and gives you one while the salesperson should have recommended four 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. Your salespeople will leave prepared to manage expectations, produce elated clients, and create unbreakable buyer loyalty.

DAY ONE: 8:30am – 5:00pm

- **Going from Professional Bidder to Consultative Sales Leader** – Salespeople are prone to deliver prices with subtle words and gestures that inadvertently encourage the buyer to negotiate. This session will teach your salespeople how to sell at higher margins while still growing market share.
 - ✓ The four essential habits consistently found in Sales Leaders.
 - ✓ How to be the consultative sales leader that builds a loyal client following.
 - ✓ 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** – Your salespeople will no longer pull out of the driveway without a quantifiable plan. They will discover prospecting goals and measurable performance activities that link directly to future results. The outcome will be salespeople who confidently achieve the sales goals your company needs.
 - ✓ A process that converts results to performance measurements under your control.
 - ✓ Illustrative concepts in rates of attrition, closing ratios, and how they impact sales.
 - ✓ Time management and, more importantly, time measurement that raises productivity.
- **The Perfect Sales Call and the Reality of the Close** – 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. More importantly, attendees discover the key to successful controlling the process to close more sales.
 - ✓ The Three-Step process to close the sale.
 - ✓ Create trusting relationships before the transactions begin.
 - ✓ Deliver resources that make you an essential “unpaid employee” for the client.
 - ✓ Continually raise client profits and produce cross-selling opportunities to create unbreakable customer loyalty.

DAY TWO: 8:30am – 4:00pm

- **Selling as a Back-to-Basics Prospecting Campaign** – Prospecting gives salespeople a vision of the future; the power to walk away; and the confidence to build long term success. This session will provide ROI by introducing sales strategies and tactics your salespeople will use immediately to open new, profitable doors of opportunity.
 - ✓ 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.
- **Out-Listening Your Competition** – If you believe your objective is to help your clients make money, then you must first understand how they make money. Your clients don’t want to be “sold” or “qualified.” They want to be understood and helped. This listening skills session is the foundation of consultative sales leadership that differentiates you from the competition.
 - ✓ The value of listening as the defining skill of business success.
 - ✓ Four categories of a client’s business that you must understand.
 - ✓ Gaining information to reveal instant sales opportunities.
 - ✓ Leverage information as the means to block out the competition.