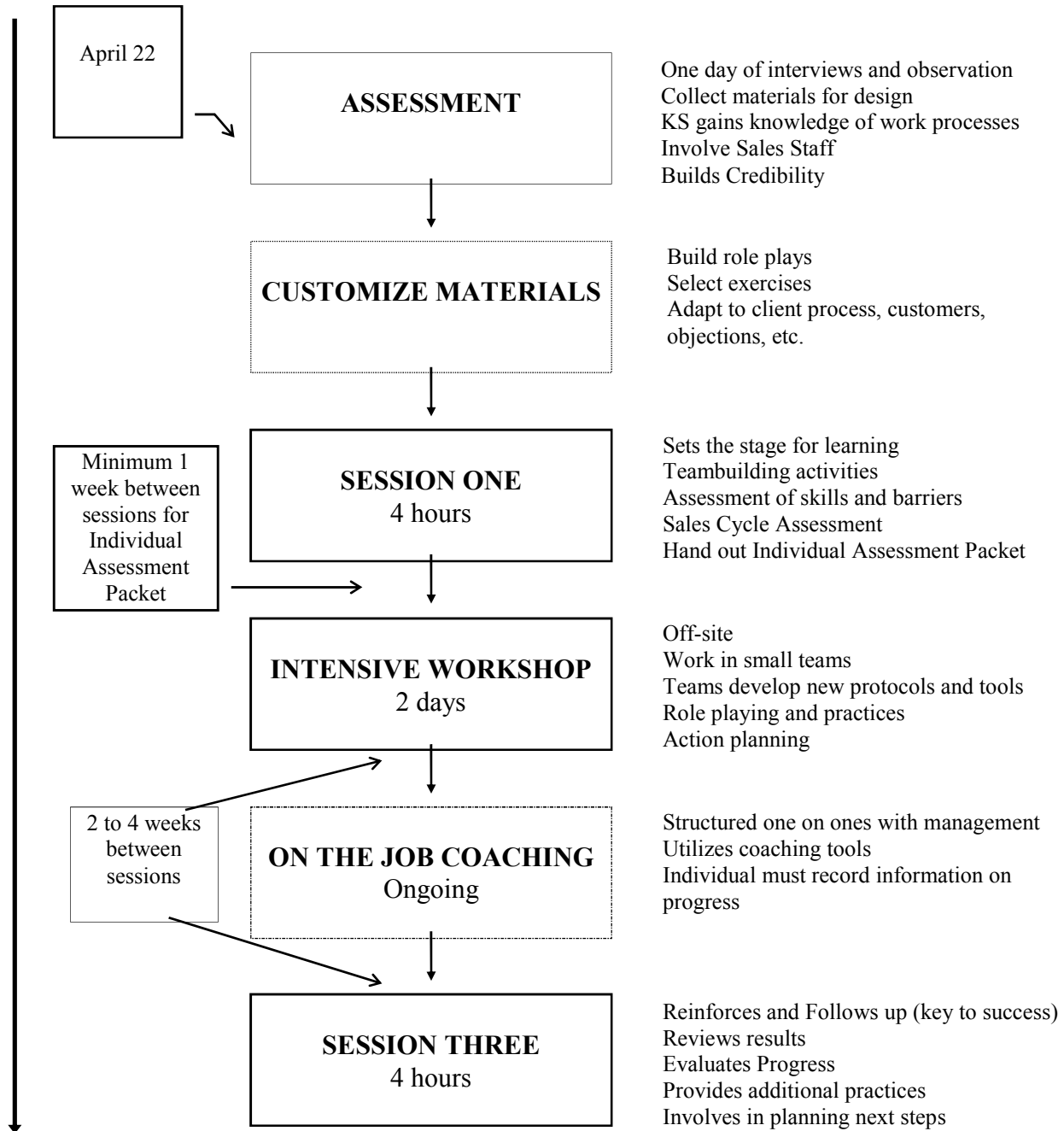


SALES WORKSHOP ARCHITECTURE

Major Steps and Three Sessions provide reinforcement and follow-up

The describes the typical steps for this program. The final design is usually determined *after* the assessment step. Maximum efficiency and minimal disruption are gained by modules.



GOALS OF THE 3 TRAINING SESSIONS

Session One (four hours)

- Influencing Styles
- Customer Style Assessment and Influence strategies
- Sales Philosophy
- Team Building Exercise
- Hand out Individual Assessment Packets

Individual Assessment Packet (homework- to be done on own time)

- Selling Cycle Assessment
- Market Assessment
- Best Customer Analysis
- Customer Buying Behavior
- Most Frequent Objection Analysis
- Time logs (complete for 3 days)

Intensive Session - *Day One*

- Selling Cycle Assessment and Goal Setting
- Time Analysis
- Principles of Selling
- Pre-call Activities
- Sales Openings
- Exploring Needs
- Exploring Consequences and Payoffs
- Barrier Assessment

Intensive Session - *Day Two*

- Features and Benefits
- Handling Objections
- Meeting Skills
- Post Meeting Steps - Defining and developing a Protocol
- High Gain Questions
- Role Playing
- Action Plans and Change Commitments

Session Three (four hours)

- Review Actions and Commitments
- Review What We Learned
- Additional Practice Sessions
- Identify Additional Opportunities and Needed Changes
- Plan Next Steps