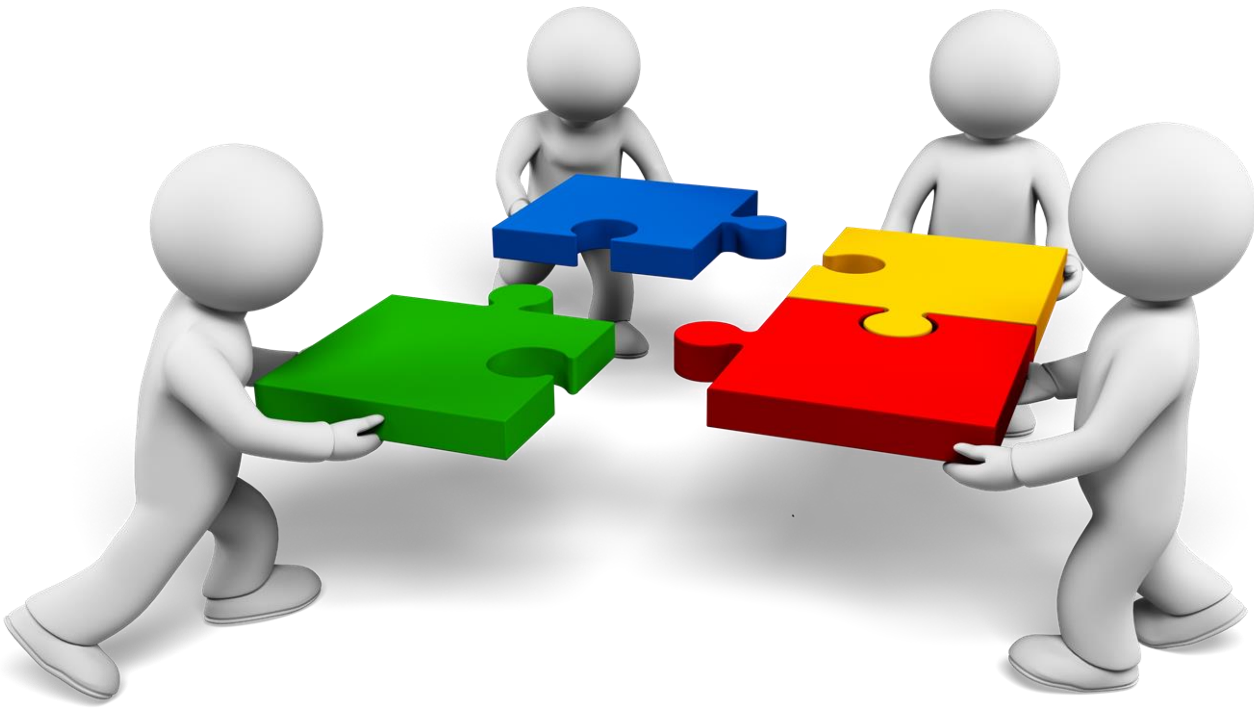
2025

Experiential Training Seminars and Programs



We customize our programs for each individual, in addition to their company and industry.

SALES CONCEPTS

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History and Philosophy

Our Story

Don Sharp founded Sales Concepts in 1981 for a simple reason. As a sales manager for Hewlett Packard, his people often returned from training, claiming it was only a good review. He knew from that statement that nothing would change and that the training was a waste of time and money. He envisioned corporate training to fill an experiential, inspiring, relevant, applicable, thought-provoking, participative, and enjoyable gap. This is why our programs are built from their core to inspire growth in people who attend our training. Much has changed since 1981. Our philosophy has not.

Our People

Our people are the backbone of what we do. They have risen through sales and management to executive positions. They hold these positions today. They know about accountability, exceeding goals, and reaching quotas.

Our Philosophy

Training is an investment.

We respect both the costs, and the time entrusted to us. We must create results and impact your bottom line.

Training transcends experience.

Impactful training resonates with new and seasoned attendees regardless of their experience.

Training is experiential.

Attendees progress from theoretical ideas to experiential practice by selling their products and services so they reach their full potential. Attendees see themselves as others see them through recorded video.

Training courses must be customized.

It is essential that training applies to the needs and market of each client: attendees’ managers and Sales Concepts design relevant scenarios and case studies.

History and Philosophy

Our Philosophy (Continued)

Follow-up is essential for impactful training.

Attendees receive individual feedback at our courses. We also send them a message every week relating to their training. Managers receive verbal, constructive feedback regarding their attendees. We offer a Curriculum Training Program for attendees so they may attend any public course we offer for two years.

Our Mission

Provide customized, experiential training
for business professionals
enhancing the growth of their companies
and the customers they serve.

WHAT IS EXPERIENTIAL TRAINING?

Sales Concepts' one-to-one approach to training ensures that we tailor our programs for the individual, not just the industry or company.

EXPERIENTIAL TRAINING makes each Sales Concepts program unique. Attendees feel the class is created just for them. These customized programs lead to measurably improved performances.

EXPERIENTIAL TRAINING means we provide one instructor for every four attendees. Each attendee receives hands-on attention. Every seat in our class is a front-row seat. 1:1 means individual feedback. The atmosphere created encourages hard work. Each attendee discovers and practices opportunities for improvement.

EXPERIENTIAL TRAINING embraces the concept that people change behavior only when it is their idea. Our training produces behavior change. After all, training must positively change behavior to have value. Greater productivity is the standard of measurement.

EXPERIENTIAL TRAINING incorporates five essential principles:

1. There is no such thing as a single right way.
2. Practice is essential to change behavior.
3. Training principles are tailored for each business.
4. Trainers are active in the marketplace.
5. Each class must be interactive, competitive, and fun!

EXPERIENTIAL TRAINING is simple. It works because attendees know the training is created just for them. They emerge from our classes with a commitment to improving and knowledge of how to do it.

Experiential Training

There is No Single Right Way

We encourage attendees to discover *a better way*. Training is not about forcing people into a predetermined mold. Companies hire people for their unique abilities and qualities. People do not lose these assets in our classes. They strengthen them. They acquire and develop skills to:

- Set themselves apart from the competition.
- Service existing accounts.
- Win more orders.

Practice, Practice, Practice

Practice improves sales, service, and management performance. Attendees live a scenario developed for them by their managers and Sales Concepts. Classes feature multiple sessions where instructors realistically portray prospects and customers. With individual feedback from the instructor and self-discovery, attendees implement multiple methods for improvement.

Real World… Your World

Sales Concepts customizes every course for every individual. The principles shared could be learned generically; however, when an attendee sells *their* product or service in our class, the training becomes more effective. These principles are applied immediately. No one leaves saying, "Yes, but in *our* business…"

We Do - and Teach

The old saying about doing or teaching is viewed differently at Sales Concepts. Our instructors have a proven record of success in sales, service, and management. They are still doing it. With a collective background in many industries, they relate to attendees from today's perspective.

It's not a Lecture Hall

We work to make our training exciting. Each attendee is a participant. We involve every student throughout the process. We challenge them all to win. Selling is competitive. With a class built on reality, there must be an element of competition. A simple plaque becomes a prize to be sought. We have fun doing it!

VIRTUAL PROGRAMS

COMPELLING PRESENTATIONS

Deliver presentations, not just informative ones.

FINANCIAL JUSTIFICATION

Establish a financial advantage and sell at the executive level.

LEADING A TEAM

So, you are a manager. Now what?

PERSUASIVE SALES

Master the sales process.

VALUE-ADDED NEGOTIATING

Negotiate value instead of price.

VIRTUAL PROGRAM DESCRIPTIONS

COMPELLING PRESENTATIONS – VIRTUAL EDITION

Register

Almost everyone can deliver an informative, sales-oriented, feature-laden presentation. Developing and delivering a successful customer-oriented presentation that wins business is different. We help you combine these two critical elements into a powerful combination designed to get your customer to say, "Yes!" and "How soon?"

Attendees begin the course by delivering a current presentation on their products or solutions. The keys to developing and delivering successful, compelling presentations are explained, evaluated, and discussed throughout the class.

FINANCIAL JUSTIFICATION – VIRTUAL EDITION

Register

This class helps salespeople win capital-intensive, big-ticket orders at the executive level. The user and technical influences often cannot purchase capital-intensive products or services. The decision is usually made at the executive level by the economic buyer or a buying committee. Decisions are made via financial justification models such as cash flow, payback, return on investment, life cycle returns, cost of ownership, etc. Attendees are introduced to financial concepts and how to use them uniquely to justify their products and services.

Two simulated customer encounters result in constructive personal feedback.

LEADING A TEAM – VIRTUAL EDITION

Register

You are a manager; now what? Managing a team is not easy! This course provides four interactive workshops, an emotional intelligence assessment, and a coaching session devoted to helping managers understand the fundamentals of managing: leadership, communication, emotional intelligence, and coaching. Our goal is to provide managers the skills so their teams can perform at their highest level.

PERSUASIVE SALES – VIRTUAL EDITION

Register

At Sales Concepts, we believe there is no right way to sell. Using our unique experiential learning methodology, we are able to customize this program for the individual needs of each attendee! Persuasive Sales consists of interactive workshops, theory, sales-call simulations, and instructor feedback. Simply put, people learn by doing; therefore, attendees sell their products and services to Sales Concepts instructors who portray their customers in three realistic virtual sales calls. These real-life scenarios are based on input from each attendee and their manager.

We emphasize that closing is an integral part of the whole, not just an event at the end of the sales process. Attendees receive individual feedback from our instructors. Our goal is to help each individual enrolled in Persuasive Sales leave better prepared to win more orders and sell at their highest potential in a lasting and consistent way that works for them.

VALUE-ADDED NEGOTIATING – VIRTUAL EDITION

Register

We present the how-to's of negotiating. We test, counter, and examine the methods and tactics used by professional buyers and sellers. Attendees gain a working, usable knowledge of financial approaches and cost justification techniques to counter price objections by selling value. Emphasis is placed on preparation. Attendees are coached before tailored live interactive calls, and their performances are individually discussed afterward. We present the concepts in an enjoyable manner to increase effectiveness via experiential learning techniques.

18 Interactive Online Workshops

1. What Makes Salespeople Great?
   What does it take to be in the top 5%? Differentiate yourself and your company.

2. Contact, Connect, and Communicate
   Meet and surpass customer expectations their way.

3. Proactive Prospecting
   Maximize opportunities. Develop and execute a prospecting strategy.

4. Generating Business with LinkedIn
   Unleash the power of finding and connecting with leads using LinkedIn.

5. Establishing Value
   Make a memorable impression with relevant value propositions.

6. Buying Influences
   Develop a strategy to call on accounts at all levels.

7. Asking Questions and Qualifying
   Ask the right questions. Know where you stand. Identify and confirm your assumptions.

8. Listening
   No one ever listened themselves out of a sale!

9. Overcoming Objections
   What's in it for the customer? Respond to objections.

18 Interactive Online Workshops

10. **Overcoming Resistance with Emotional Intelligence**
    Solve problems and successfully work with customers in stressful situations.

11. **Countering Negotiating Tactics**
    Anticipate and respond to the buyer's negotiating tactics.

12. **Your Price is Too High!**
    What does this mean, and what can you do about it?

13. **Selling Benefits**
    Approach the sale from the buyer's perspective.

14. **Developing and Presenting a Business Case**
    Establish value and create a sense of urgency.

15. **Closing**
    Discover and use the six components of closing business.

16. **Managing Time and Priorities**
    The main difference between successful and mediocre salespeople is how they use their time.

17. **Objective Forecasting**
    Take the guesswork out of forecasting. Create accurate forecasts, not subjective ones.

18. **Tradeshow and Event Selling**
    Maximize the profitability of your next tradeshow or event.

Workshop Descriptions

What is an *interactive online workshop*? Far from standard webinars, our interactive online workshops are just that, interactive. Engagement is essential throughout the sessions. During our workshops, we encourage everyone to enter the discussion, ask questions, and engage with Sales Concepts facilitators live as if they were sitting in a classroom. Get your questions answered and your needs addressed. Our online sessions include homework assignments to ensure the execution of the strategies and concepts.

What Makes Salespeople Great

Register

What does it take to be in the top 5%? Differentiate yourself and your company.

Why do some salespeople blow out their goals year after year while others struggle? In this workshop, we review the traits that distinguish successful salespeople from average salespeople. While we consider the typical characteristics such as tenacity, product knowledge, and industry expertise, we also look at some of the more obscure traits that increase success, like curiosity. It is challenging to connect, build value, and close without it. However, for this session, the emphasis is on connecting and establishing value by differentiating yourself. We focus on curiosity, connection, communication, establishing value, and leveraging those items to position for the close.

Contact, Connect, and Communicate

Register

Meet and surpass customer expectations their way.

Customers and prospects have different expectations from salespeople. If treated the same, the salesperson misses opportunities to move the process forward. This easy-to-use method teaches time-proven skills for recognizing these expectations and building positive relationships. Attendees learn a better understanding of themselves and others, how to work with people in varying situations, and how relationships affect the perception of value.

Proactive Prospecting

Register

Maximize opportunities. Develop and execute a prospecting strategy.

Prospecting is essential to generating new business and keeping our sales funnels full, but few salespeople do it. In this session, we evaluate what consistent, proactive prospecting is. Why is it necessary, and what keeps us from doing it? We introduce a system for proactive prospecting.

GENERATING BUSINESS WITH LINKEDIN

Register

Unleash the power of finding and connecting with leads using LinkedIn.

We begin by assessing the value of LinkedIn for people responsible for connecting with customers. LinkedIn is vital for anyone working in a B2B selling environment to differentiate themselves in today's digital environment. This session demonstrates how. Topics covered include developing a profile that sells, the value of qualified connections, following organizations, maximizing customer interaction, and how social networks impact the quality of your reputation in your industry.

ESTABLISHING VALUE

Register

Make a memorable impression with relevant value propositions.

Customers value different aspects of companies, products, and services. No single item universally establishes value in the minds of customers and prospects. This session examines the four value types and how they affect customers' perceptions. We assess sources of value and build questions to determine what customers value and how to quantify it. Salespeople can use this information to maintain margins and differentiate themselves in the minds of their prospects and customers.

BUYING INFLUENCES

Register

Develop a strategy to call on accounts at all levels.

Who do you contact when developing a strategy for calling on an account? What do you say when you reach these people? How do you gain commitment from these people? We emphasize the importance of penetrating an account at all levels by dividing an account into four buying influences: Economic Buyer, User or Worker, Technical Buyer, and Coach. We explore and discuss ways to address each influence's real and perceived risks.

ASKING QUESTIONS AND QUALIFYING

Register

Ask the right questions. Listen. Identify and confirm your assumptions.

Nothing impacts the discovery of new opportunities more than the ability and skill to ask thoughtful, relevant, and insightful questions. In this workshop, we share a four-step process for asking impactful questions. We emphasize the importance of asking questions from the initial contact to the close. We review the barriers that keep us from asking questions with options to overcome them. We stress that salespeople need to stop telling, stop assuming, and start asking questions.

LISTENING

Register

No one ever listened themselves out of a sale!

Assuming one can listen because one can hear is like assuming one can read because one can see. How does it make you feel when someone listens to you, really listens to you? Do you provide that kind of feeling for your prospects and customers, or anyone in your life for that matter? Actively listening to them shows how important they are to you. Listening creates trust and loyalty. Listening is a skill that can only improve with practice. This workshop evaluates what keeps us from listening at our peak efficiency and explores methods to become better listeners. Next time, you will know when a customer looks back at you and says, "*Now, where were we?*"

OVERCOMING OBJECTIONS

Register

What's in it for the customer? Respond to objections.

To deal with objections effectively, we must understand where they come from and what causes them. Then we must understand how we react to them. In addition to the five basic types of objections, participants discuss the most difficult objections they encounter in everyday situations. We share a seven-step process for dealing with objections. We explore and discuss ideas to help participants respond when dealing with objections.

OVERCOMING RESISTANCE WITH EMOTIONAL INTELLIGENCE

Solve problems and successfully work with customers in stressful situations.

Register

Emotional Intelligence is the ability to identify and regulate one's emotions and understand the emotions of others. Recognizing and adapting to emotions is critical in stressful situations, such as working with customers in a tense environment. In this workshop, we explain what emotional intelligence is and how it may impact our ability to conduct business. We share examples of high emotional intelligence and a lack of emotional intelligence. Emotional Intelligence consists of understanding self-awareness, self-regulation, motivation, social awareness, and social regulation.

Methods to improve emotional intelligence are shared.

Countering Negotiating Tactics

Register

Anticipate and respond to the buyer's negotiating tactics.

A tactic is any skillful action used to gain an end. Tactics usually occur in the middle of a negotiation during the bargaining phase of the process but not always. There are two types of tactics. Overt and covert. Overt tactics are easy to recognize and must be addressed immediately. Covert tactics are subtle and may not be recognized at all. In this workshop, we explore how to recognize and respond to the most common tactics used by buyers.

What is coming at you? What will the other party try? Part of being prepared is answering these questions before the negotiation. You need to identify tactics the other party is using so that you may counter them during the negotiation.

Your Price is Too High!

Register

What does this mean, and what can you do about?

Your price is too high!

Have you ever heard a customer or prospect say something like this to you? What do you do? How do you respond? In this workshop, we explore what to do when a customer says this to you and how to prevent it in the first place.

Selling Benefits

Register

Approach the sale from the buyer's perspective.

Salespeople typically sell what something is, customers typically buy what something does. This creates an inherent disconnect between salespeople and customers. Salespeople typically know and talk about, the features and advantages of their products and services. We stress the importance of discovering what these do for the customer. What is the benefit to the customer? This workshop is structured to demonstrate that customers are interested in the benefits applicable to them. Customers buy benefits. Understanding the benefit for each is imperative. The importance of asking questions to discover the benefit is stressed.

Developing and Presenting a Business Case

Register

Establish value and create a sense of urgency.

A business case is a document or a presentation that helps a person or people understand the benefits and risks of an opportunity or recommendation. It compares alternatives and the benefits of the proposal with other options and the limitations of the status quo. A strong business case establishes urgency and makes a compelling argument for implementation. In this session, we explore how to develop and present a persuasive business case.

Closing

Register

The six components of closing business.

The close is a logical conclusion to an orderly sales process. We discuss the six critical elements of closing and how they impact your ability to win business. Closing can be difficult for salespeople when they have not earned the right to close. Ways for closing the Economic Buyer (the final decision maker) are reviewed and discussed. Natural closing at the end of the sales process requires proper positioning at the beginning of the process. We emphasize how closing should be a natural part of the sales process and not an awkward question or gimmick.

Managing Time and Priorities

Register

The main difference between successful people and mediocre salespeople is how they use their time.

Most salespeople have no idea what their time is worth or why it is essential to know the value of their time. We all have the same amount of time. This workshop is not so much about managing time as it is about choosing priorities. To properly allocate something, one must understand what it is worth. One of the critical differences between mediocre salespeople and successful ones is that successful salespeople understand the time they should allocate to win a particular piece of business.

OBJECTIVE FORECASTING

Register

Take the guesswork out of forecasting. Create accurate forecasts, not subjective ones.

One of the biggest challenges salespeople face is developing an objective and accurate forecast. Unfortunately, many salespeople see forecasting as a waste of time. In addition, many salespeople have yet to learn how to assess and quantify the likelihood of winning future business. This workshop addresses harmful attitudes about forecasting and offers ways to overcome negative thoughts. This program focuses on evaluating fifteen critical factors for objective forecasting. The factors are:

- The prospect is a previous or current customer.
- The need is identified.
- Target close or implementation date established.
- The budget is allocated.
- There is agreement on the tentative concept.
- Preliminary pricing has been discussed.
- The economic buyer is identified.
- There is consensus among multiple people in the organization.
- There are no significant obstacles to the proposal.
- Some competition has been eliminated.
- We have obtained positive feedback on the preliminary pricing.
- Technical validation is complete.
- Final pricing negotiated.
- We have approval from the economic buyer.
- The customer is responsive.

We emphasize accountability, including the rewards and consequences for making or missing the forecast.

TRADESHOW AND EVENT SELLING

Register

Take the guesswork out of forecasting. Create accurate forecasts, not subjective ones.

In the first 13 seconds of entering your booth, 77% percent of visitors subconsciously decide if they are interested. Time is of the essence in making a positive impression. We provide methods for making quick, meaningful connections, winning attention, and keeping it.

Develop a strategy and a tactical approach to maximize the impact and return of your next event or tradeshow. This workshop provides tools attendees can use to convert prospects who visit a tradeshow or event into customers.

Public Courses

Compelling Presentations
Deliver persuasive and informative presentations.

Contact: The First Few Minutes
Maximize the effectiveness of phone interaction with customers.

Financial Justification
Establish financial benefits at the executive level.

Forecasting
Create an accurate forecast, not a subjective one.

Leadership
21 Laws of Leadership

Persuasive Sales
Master the sales process.

Prospecting
Win more appointments.

Selling in the Digital Age
Unleash the power of the internet.

Selling Service Contracts
Fix the customer as well as the equipment.

Smart Managing
Hire. Coach. Evaluate.

Trade Show Selling
Connect with prospects/customers.

Value-Added Negotiating
Negotiate value instead of price.

Public Course Descriptions

Compelling Presentations – 2 days

This course focuses on new skills and building confidence. Attendees make three recorded presentations to a live audience. They learn the importance of image, how to be customer-oriented, and how to be themselves. The final presentation determines the winner of *The Best Presentation* award.

Topics emphasized: Analyzing the Audience, Assumptions, Being Customer-Oriented, Having Good Visuals, Having Fun, Being Yourself, and Your Image to Others.

Contact: The First Few Minutes – 2 days

Attendees learn to deal with different types of customers. Facts, opinions, attitudes, and emotions that inhibit or enhance effectiveness on the telephone are examined. Attendees learn to identify and meet customer needs, thus helping to generate more orders and deliver better service. Participants make two recorded telephone calls relating to their products or services. Sales Concepts instructors portray their customers as defined and structured by their managers. *The Best Telephone Call* is presented to the attendees who successfully met the expectations of a prospect or customer.

Topics emphasized: Meeting Customer Expectations, Establishing Immediate Rapport, Telephone Skills, Telephone Strategies, Asking Questions, Handling Resistance, and Closing.

Financial Justification – 2 days

Most of the time, buying decisions are made at the executive level by the economic buyer and/or buying committee. Decisions are made via financial justification models such as payback, return on investment, life-cycle costs, etc. During this course, attendees are introduced to financial terms and how to use them to cost justify their products and services. This class has been developed to help sales people win profitable, big-ticket orders from corporate accounts. Attendees make two simulated-customer encounters. Constructive feedback follows. Attendees who develop and present the best business cases win *The Order*.

Topics emphasized: Buying Influences, Financial Concepts, Quantifying Value, Building and Presenting a Business Case, Closing Strategies.

FORECASTING – 1 DAY

Methods to help your team create accurate forecasts, not subjective ones are discussed and applied in an interactive and engaging workshop-oriented format.

Topics emphasized: Defining Forecasting, Formulas for Forecasting, How the Steps in the Sales Process Affect Forecasting, Develop and Execute an Accurate, Consistent, and Repeatable Method for Forecasting.

LEADERSHIP – 2 DAYS

After exploring the differences between managing and leading, we offer an intensive two-day interactive program. The six levels of leadership are introduced, discussed, and applied in an interactive workshop environment. Upon completion of the course, each attendee leaves with a written course of action to help them apply what they learned during the program.

Topics emphasized: Liberty, Engagement, Advancement, Destiny, Efficiency, and Resonance.

PERSUASIVE SALES – 3 DAYS

This course consists of theory, workshops, and sales-call simulations. Attendees sell their products and services to Sales Concepts instructors during three, video-recorded sales calls. The real-life scenarios are based on input from each attendee’s manager. The calls progress through understanding customer expectations, determining customer needs, selling value, reducing perceived risks, determining buying influences, asking questions, handling objections, and ultimately closing the Economic Buyer. We emphasize closing as an integral part of the whole, not just another event in the sales process. Each component of the class reflects this perspective. Attendees receive individual feedback from the instructors. Placed in teams, the attendees support each other, and learn from one another as they individually compete for *The Order*.

Topics emphasized: Buying Styles, Buying Influences, The Sales Process, Benefit Selling, Listening, Asking Questions, Handling Objections, and Closing.

PROSPECTING – 1 DAY

This course focuses on the first step of the sales process—Winning More Appointments. Class discussion and practice underscore the critical importance of prospecting. The course includes two audio taped rounds of telephone calls followed by group analysis and feedback.

Topics emphasized: Cold Calls, Pre-Call Questions, Value Statements, Positioning Statements, and Goal Setting.

Selling In The Digital Age – 2 days

Attendees learn to efficiently use the resources available on the Internet to develop new sales opportunities with prospects and to build stronger relationships with existing customers. What do you do first when you want to buy something? Do you call a salesperson or research on the Internet? The time has come when a URL is just as important as a phone number. The world is not changing. It has changed. It continues to change. This course helps salespeople maximize the power of the Internet, stay ahead of the curve, and stay ahead of the competition.

Topics emphasized: Getting the Most from Social Networks, Search Engines, Twitter, Directories, Email Campaigns, Blogs, and Establishing Your Brand.

Selling Service Contracts – 2 days

Service engineers and technicians know how to fix the product. This course focuses on building and maintaining positive relationships, identifying customer needs, meeting these needs, and seeing service as a profit center. As attendees practice servicing the customer, they increase their ability to meet client's needs. They work on a problem account structured after a real-life scenario designed by their managers and Sales Concepts. During the first call, they calm an irate customer. On the second call, they sell a service contract and close. These calls are video recorded and utilized during the feedback sessions. Attendees making the best service calls are presented with *The Best Service* award.

Topics emphasized: People Styles, Minimizing Conflict, Handling the Irate, Asking Questions, Reducing Risks, Listening, Features ~ Advantages ~ Benefits, How Service Impacts Sales, Closing, and Follow-up.

Smart Managing – 2 days

Before this course, each manager completes a Self-Assessment Questionnaire, a personal report to improve effectiveness. The course incorporates job functions such as interviewing, coaching, evaluating, cost control, forecasting, and goal setting. Attendees learn and apply methods of hiring, coaching, and evaluating. The managers learn from one another in interactive workshops. These workshops are video recorded for review and critique. During feedback, candidates candidly discuss their impressions of each manager. The course is a proactive learning experience designed to help managers become more effective.

Topics emphasized: Interviewing, Coaching, and Performance Evaluations

Trade Show Selling – 1 day

Attending a trade show requires a significant investment. Converting the opportunities generated in face-to-face contact with prospects and customers is critical. We provide methods for making quick and meaningful connections. This course helps attendees develop both a strategy and a tactical approach for maximizing the impact and return of a trade show. Attendees learn to convert suspects into prospects and prospects into customers. Participants learn effective closing techniques and follow-up processes that ensure long-term success.

Topics emphasized: Maximizing Investment at Trade Shows, Setting Goals, Developing Connections, Building Rapport, Prospect Qualifying Criteria, and Closing Orders.

Value-Added Negotiating – 2 days

Attendees learn the importance of aspirations, the detriment of deadlock, how to sell based on value, not price, the significance of preparation, and the consequences of not asking questions. Through six face-to-face negotiations, attendees see the influence of power, intimidation, and assumptions. While competing for *The Negotiator* award, attendees practice using concessions and creativity.

Topics emphasized: Aspirations, Power, Techniques Used by Buyers and Sellers, Win-Win Negotiating Techniques, Value, Creativity, Situation Analysis, and Tactics of Buyers and Sellers.

INDIVIDUAL COURSES

TERRITORY MANAGEMENT

CALL FOR PRICE

Plan your work and work your plan. This advice is cliché in the selling profession, but it is vital. Territory management is hard work—often tedious. Notably, the actual selling activity, the time spent in the field, is anticlimactic. Selling is the fun part. Time and territory management are real work. We offer a program that gives participants a one-year working plan that produces results.

SUCCESSFUL TELEPHONE INTERACTIONS - $1,200

Register

This customized program begins with an eleven-minute video about Customer Buying Styles. Attendees learn to identify and meet customer expectations, helping to generate more business and deliver better service. Customers have different expectations. If we treat all customers the same way, we will miss opportunities to move the process forward. This easy-to-use method introduced in the video teaches time-proven skills for identifying these expectations and building positive relationships. After viewing the video, participants make or receive four telephone calls relating to their products and services. Sales Concepts instructors portray their customers as defined and structured by the participant's managers. The Sales Concepts instructor gives feedback upon completion of each call. Participants gain a better understanding of themselves, how to work with other people in varying situations, and how relationships affect the perception of value.

Custom Training

Why do custom training?

- Cost-effective for large groups
- Maximizes use of real-life examples from within your company
- Tailor the curriculum to the specific needs of your group
- Provides the opportunity for management support following the program

How can your company make custom training happen?

Sales Concepts has delivered in-house training courses since 1981. Our team of course designers has created programs for numerous industries, including telecom, financial, IT, lodging, scientific instrumentation, manufacturing, industrial equipment, pharmaceutical, specialty products, energy, and others. We have delivered these programs in the United States, Canada, Russia, Ireland, England, France, Mexico, and the United Arab Emirates.

Sounds good? Where do you begin?

Start by providing us with some preliminary information.

- What part of your organization are you training?
- How many people need training?
- What are your primary concerns?
- What topics need attention?
- What dates do you have in mind?
- Where would you like to hold the training?
- What should your team do differently after the training?
- How will success be measured?

Then What?

The Sales Concepts design team takes your information and recommends the next steps. It may be needs assessments, interviews with the management team, or travel with company representatives. We often return with a preliminary curriculum based on our years of experience with similar training initiatives.

When do we require a further needs assessment?

Sometimes, fully understanding all your training needs presents a substantial challenge. Maybe you have a large team and need to know what the majority needs. Perhaps you are a new hiring manager who has not worked with your team long enough to understand their needs. Whatever the reasons, Sales Concepts offers a suite of assessment tools that provide a quantitative analysis of your group's needs. The results include individual reports for each participant and a management report that summarizes the team's needs.

When is it necessary to interview the management team?

Perhaps your training program needs to include several departments. If that is the case, we will individually interview the managers from each department or business to determine how their business objectives fit the overall training plan.

Why would we need to travel with company representatives?

When a Sales Concepts instructor hears, "*Yes, but in our business…*" it means that the training is not applicable. To ensure that we customize our training to your products, services, and people, we sometimes find spending time with representatives in the field to be beneficial.

MANAGEMENT FOR SUCCESS

Sales Concepts offers Managing for Success® a family of software programs designed to meet a variety of needs for individual and organizational effectiveness. When management and colleagues understand and appreciate each other's behavioral talents, they build the foundation for achieving high performance. The generated reports provide valuable information for self-awareness, coaching, team building, managing, training design, and delivery. The following software packages are customized to meet the different needs for both individual and organizational effectiveness.

SALES STYLES

Explicitly geared towards salespeople, MFS provides the sales manager with information on an individual's style of selling, handling objections, closing, and servicing accounts. MFS Sales can easily be incorporated into any Sales Concepts training program or used as a coaching tool.

EMPLOYEE/MANAGER RELATIONSHIPS

This program enables employees and managers to learn more about each other in fifteen minutes than they could learn working together for an entire year. It is used successfully to: get new employees off to a fast start, revitalize present employees, improve communication and morale, and build sound employee-manager relationships.

SALES STRATEGY INDEX™

Can your salespeople genuinely sell? Do they understand the entire sales process? Are they treating each sales situation the way top salespeople do? The Sales Strategy Index™ can answer these questions and provide meaningful input for coaching, managing, and training design.

EXECUTIVE STYLE

Being an executive is different because of the many hats most executives wear. The MFS Executive report provides the best information for executives to understand their management style, thereby assisting them in adapting their behavior to the situation.

PERSONAL INTERESTS, ATTITUDES, AND VALUES

Why people do what they do affects performance on and off the job. The Personal Interests, Attitudes, and Values report measures the relative prominence of six fundamental interests or motives: theoretical, utilitarian, aesthetic, social, individualistic, and traditional. Values and attitudes help to initiate one's behavior and are referred to as hidden motivators because they are not always readily observed. The report illuminates these motivating factors and attitudes, allowing people to understand the driving forces behind their decisions. Use it as a fundamental part of the selection process.

TEAM BUILDING

The MFS Team Building report helps to identify and harness individual energies and effectively channel them toward group goals. The information is presented non-threatening to encourage members to share reports, recognize team priorities, resolve disagreements, blend their styles, and achieve team goals.

A FINAL WORD

Your decision to continue the development of your employees' skills through 1:1 Experiential Training is crucial. Hire our professional staff to design and deliver a training program that positively impacts the productivity and profitability of your company.

Since 1981, Sales Concepts Inc. has offered relevant and innovative programs. We deliver our courses and programs with our best resource—training professionals with substantial sales, customer service, and management experience. The successful implementation of training leaves your customers with a lasting impression of your high-quality organization. Your company also gains increased employee loyalty and satisfaction. Consider the payback.

We invite you to take a look for yourself. To discuss your training initiatives, contact us or complete our information request form on our website using the following link: https://www.salesconcepts.com/contact.

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