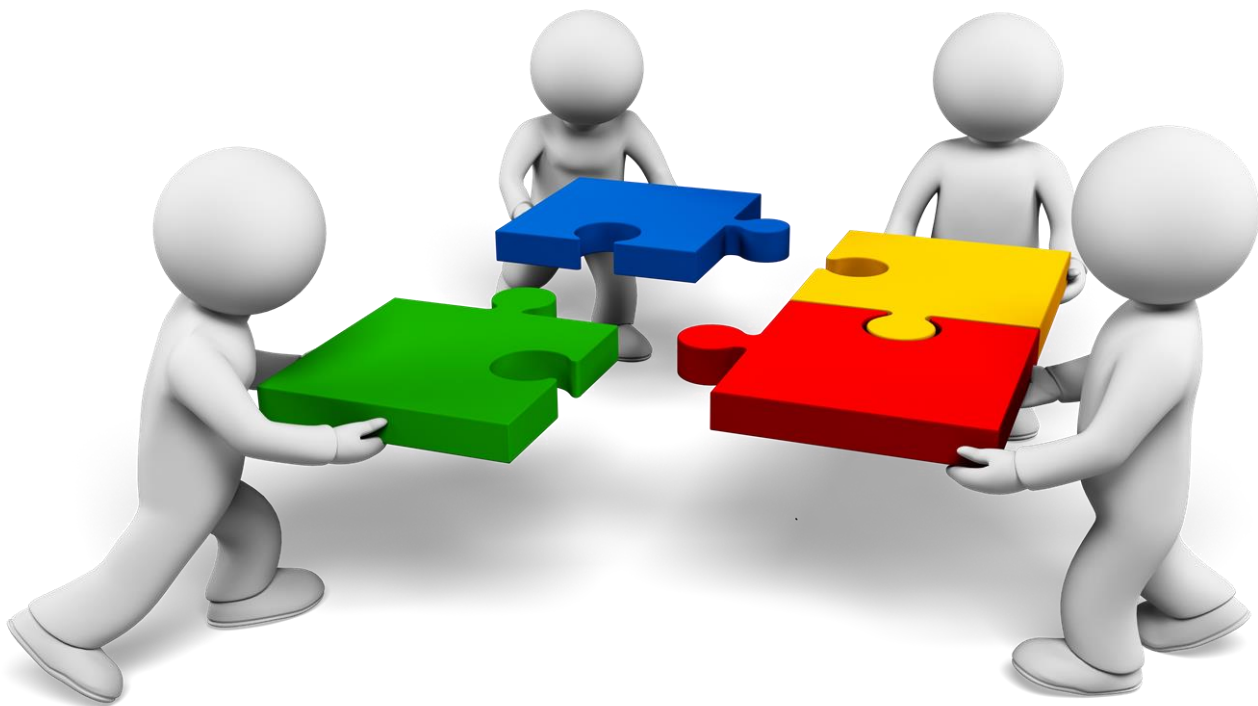


2022

# EXPERIENTIAL TRAINING SEMINARS AND PROGRAMS



*Our programs are tailored for each individual, in  
addition to their company and industry.*

SALES CONCEPTS

610 HEMBREE PARKWAY, SUITE 407, ROSWELL, GA 30076-3817 USA  
SALESCONCEPTS.COM | 678.624.9229 | 800.229.2328 | MAILTO:INFO@SALESCONCEPTS.COM

## TABLE OF CONTENTS

|    |  |
|----|--|
| 3  | <a href="#"><u>ABOUT SALES CONCEPTS</u></a>                          |
| 5  | <a href="#"><u>EXPERIENTIAL TRAINING</u></a>                         |
| 7  | <a href="#"><u>VIRTUAL PROGRAMS</u></a>                              |
| 8  | <a href="#"><u>VIRTUAL PROGRAM DESCRIPTIONS</u></a>                  |
| 10 | <a href="#"><u>INTERACTIVE ONLINE WORKSHOPS</u></a>                  |
| 11 | <a href="#"><u>INTERACTIVE ONLINE WORKSHOPS<br/>DESCRIPTIONS</u></a> |
| 15 | <a href="#"><u>PUBLIC COURSES</u></a>                                |
| 16 | <a href="#"><u>PUBLIC COURSE DESCRIPTIONS</u></a>                    |
| 20 | <a href="#"><u>INDIVIDUAL COURSES</u></a>                            |
| 21 | <a href="#"><u>CUSTOM TRAINING</u></a>                               |
| 23 | <a href="#"><u>ASSESSMENT TOOLS</u></a>                              |
| 24 | <a href="#"><u>A FINAL WORD</u></a>                                  |
| 25 | <a href="#"><u>LEARN MORE</u></a>                                    |

## HISTORY AND PHILOSOPHY

### OUR STORY

Sales Concepts was founded by Don Sharp in 1981 for a simple reason. As a sales manager for Hewlett Packard, his people often returned from training saying it was just a good review. He knew from that statement that nothing was going to change and that training was a waste of time and money. He envisioned corporate training to fill a gap that was experiential, inspiring, relevant, applicable, thought provoking, participative, and enjoyable. This is the reason our programs are built from the core to inspire growth for people from the moment they are exposed to 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 the ranks of sales, management, and executive positions. They hold these positions today. They know about goals and reaching quotas.

### OUR PHILOSOPHY

Training is an investment.

We respect both the cost and the time entrusted to us. It must create results and impact the bottom line.

Training transcends experience.

It connects with new and seasoned attendees regardless of experience.

Training is experiential.

Attendees progress from theoretical ideas to experiential practice by selling their products/services so they reach their full potential. Attendees see themselves as they are seen by others through video/audio tapes.

Training courses must be customized.

It is important that training be applicable to the needs and market of each client. Scenarios are designed by attendee's managers and Sales Concepts.

## HISTORY AND PHILOSOPHY

### OUR PHILOSOPHY CONTINUED

Follow-up is essential to training.

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

## 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 means that our programs are tailored 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** is based on the concept that people change behavior only when it is their idea. Our training triggers 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 the right way.
2. Practice is essential to change behavior.
3. Training principles are tailored for each business.
4. Trainers should be active in the marketplace.
5. Each class should be interactive, competitive, and fun!

**EXPERIENTIAL TRAINING** is simple. It works because attendees know the training is created just for them. They return from the class with a commitment to improve and with the knowledge of how to do it.

## EXPERIENTIAL TRAINING

### THERE IS NO RIGHT WAY

We urge attendees to find *a better way*. Training is not about forcing people into a predetermined mold. People are hired for their unique abilities and qualities. They do not lose these assets in our classes. 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 measurably 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 a multitude of industries, they relate to attendees from today’s perspective.

### IT’S NOT A LECTURE HALL

Each attendee is a participant. Each is involved throughout the process. Each is challenged to win. Selling is competitive. With a class built on reality, there has to 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](#)

At Sales Concepts, we believe there is no single 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.

#### FINANCIAL JUSTIFICATION – VIRTUAL EDITION

[REGISTER](#)

At Sales Concepts, we believe there is no single "Right Way" to sell. Using our unique experiential learning methodology, we customize this program for the individual needs of each attendee! Our goal is to help each individual person enrolled in Financial Justification build and present sound financial cases for executives and decision makers.

User and technical influences are often unable to purchase capital intensive products or services. Usually, the decision is made at the executive level by the economic buyer and/or a buying committee. Decisions are made using financial justification models such as cash flow, hurdle rates, payback, return on investment, life-cycle return, etc. During the course, attendees are introduced to financial concepts and how to use them to uniquely cost justify their products and services. This class helps salespeople win capital-intensive, big-ticket complex business at the executive level.

Video recordings of the two simulated online customer encounters result in meaningful personal constructive 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 team can perform at their highest level.



### PERSUASIVE SALES – VIRTUAL EDITION

[REGISTER](#)

At Sales Concepts, we believe there is no single 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](#)

The how-to's of negotiating are presented. Methods used by professional buyers and sellers are examined, tested, and countered. Attendees gain a working, usable knowledge of financial approaches and cost justification techniques used to counter price objections by selling value. Stress is placed on pre-call preparation and the use of a proven tool, the Situation Analysis. 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.

## INTERACTIVE ONLINE WORKSHOPS

### WHAT MAKES A SALESPERSON GREAT?

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

### CONTACT, CONNECT, AND COMMUNICATE WITH CUSTOMERS

Meet and surpass customer expectations their way.

### PROACTIVE PROSPECTING

Maximize opportunities. Develop and execute a prospecting strategy.

### ESTABLISHING VALUE

Make a memorable impression with relevant value propositions.

### BUYING INFLUENCES

Develop a strategy to call on accounts at all levels.

### ASKING QUESTIONS AND QUALIFYING

Ask the right questions. Know where you stand. Identify and confirm your assumptions.

### LISTENING

No one ever listened themselves out of a sale!

### OVERCOMING OBJECTIONS

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

### SELLING BENEFITS

Approach the sale from buyer's perspective.

### DEVELOPING AND PRESENTING A BUSINESS CASE

Establish value and create a sense of urgency.

### CLOSING

The six components of closing business.

### MANAGING TIME AND PRIORITIES

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

### OBJECTIVE FORECASTING

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

### WORKSHOPS DESCRIPTIONS

What is an *interactive online workshop*? Far from standard webinars, our interactive online workshops are just that, interactive. Engagement is key throughout the sessions. During our workshops, we encourage you to enter the discussion. Ask questions and engage with Sales Concepts instructors live as if you were sitting in a classroom. Get your questions answered and your needs addressed. Our online sessions include homework assignments to ensure 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 WITH CUSTOMERS

[REGISTER](#)

*Meet and surpass customer expectations their way.*

Customers and prospects have different expectations from salespeople. If treated the same, the salesperson is missing 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 other people, 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.*

We all know prospecting is important when it comes to generating new business and keeping our sales funnels full, but few of us do it. In this session, we evaluate what consistent, proactive prospecting is. Why it's important, what keeps us from doing it. We introduce a process for proactive prospecting.

### ESTABLISHING VALUE



*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. In this session, we look at the four types of value and how they affect customer's 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



*Develop a strategy to call on accounts at all levels.*

When developing a strategy for calling on an account, whom do you contact? What do you say when you reach these people? How do you gain commitments 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 both the real and perceived risks of each influence.

### ASKING QUESTIONS AND QUALIFYING



*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 salespeople need to stop telling, stop assuming, and start asking questions.

### LISTENING



*No one ever listened themselves out of a sale!*

Assuming one can listen because they can hear is like assuming one can read because they 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. In this workshop we evaluate what keeps us from listening at our peak efficiency and explore methods to become better listeners. Now the 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.

### SELLING BENEFITS

[REGISTER](#)

*Approach the sale from 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 faces is developing an objective and accurate forecast. Most have no idea how to access and quantify the likelihood of winning future business. This program focuses on evaluating five critical factors for accurate forecasting.

The five factors are:

- Timeframe
- Assumptions
- Specificity
- Experience
- Buy-in

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

## PUBLIC COURSES

### COMPELLING PRESENTATIONS

Deliver persuasive and informative presentations.

### CONTACT: THE FIRST FEW MINUTES

Maximize efficiency of phone interaction with customers.

### FINANCIAL JUSTIFICATION

Establish financial benefits at the executive level.

### FORECASTING

Create and 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 sales person or do research on the Internet? 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 sales people 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 Personal 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

Prior to this course, each manager completes a Self-Assessment Questionnaire, a personal report to improve effectiveness. Job functions such as interviewing, coaching, evaluating, cost control, forecasting, and goal setting are incorporated into the course. 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 as well as 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 as well as a follow-up process that ensures 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 PRICING

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. It is important that the actual selling activity, the time spent in the field, is anticlimactic. In fact, selling is the fun part. The time and territory management is the 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 the different 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 they are treated the same, opportunities to move the process forward are being missed. This easy to use method introduced in the video teaches time-proven skills for recognizing these expectations and building positive relationships. After the video has been viewed, 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. Feedback is given upon completion of each call. Improvements are noted after each call. Participants gain a better understanding of themselves and how to work with other people in varying situations, as well as 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
- Allows curriculum to be tailored to the specific needs of your group
- Provides 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 US, Canada, Russia, Ireland, England, France, and Mexico.

### SOUNDS GOOD? WHERE DO YOU BEGIN?

The process starts with providing Sales Concepts 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?

Sales Concepts design team takes this information and recommends: a further needs assessment, interview with the management team, or travel with company representatives. Many times, we immediately 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 serious challenge. Maybe you have a large team and need to know what the majority needs. Perhaps you are a new hiring manager that has not worked with your team long enough to understand their specific needs. Whatever the reasons, Sales Concepts offers a suite of Needs Assessment Tools that provide a quantitative analysis of your group's needs. The assessments can be delivered via a workbook or through the Internet. The results include individual reports for each person participating and a management report that summarizes the needs of the team.

## 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 conduct interviews with the managers individually 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 what is being taught is not applicable. To ensure that our training is tailored to your products/services and your people, we sometimes find it beneficial to spend time with representatives from your field.

## 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 the behavioral talents of each other, 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 a variety of needs for both individual and organizational effectiveness.

### SALES STYLES

Geared specifically towards sales people, 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 sales people really sell? Do they understand the entire sales process? Are they treating each sales situation the way top sales people do? The Sales Strategy Index™ can answer these questions as well as provide important input for coaching, managing, and training design.

### EXECUTIVE STYLE

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

### PERSONAL INTEREST, ATTITUDES, AND VALUES

Why people do what they do affects performance both on and off the job. The Personal Interests, Attitudes, and Values report measures the relative prominence of six basic interests or motives: theoretical, utilitarian, aesthetic, social, individualistic, and traditional values. Values and attitudes help to initiate one's behavior and are sometimes called the 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. It may be used as a key 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 in a non-threatening manner 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 an important one. Let our professional staff 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. Your course is delivered by our best resource—training professionals who have substantial experience in sales and management. 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 web site: <https://www.salesconcepts.com/contact>

We welcome the opportunity to work with you.



## CONNECT WITH SALES CONCEPTS!



[HTTP://SALESCONCEPTS.COM](http://salesconcepts.com)



[WWW.FACEBOOK.COM/SALESCONCEPTSTRAINING](http://www.facebook.com/SalesConceptsTraining)



[TWITTER.COM/SALESCONCEPTS](https://twitter.com/SalesConcepts)



[LINKEDIN.COM/COMPANY/251231](https://www.linkedin.com/company/251231)



[SALESCONCEPTS.COM/CATEGORY/TRAINING-BLOG/](http://salesconcepts.com/category/training-blog/)



[INFO@SALESCONCEPTS.COM](mailto:info@salesconcepts.com)



678.624.9229 OR 800.229.2328