



INTERACTIVE WORKSHOPS AND/OR SPEECHES
TOPICS AVAILABLE
RICK~ALAN & ASSOCIATES—PAGE 1

Below is a list of *interactive workshops* we have available to address the requirements of salespeople, customer service employees and managers. The recommended time for each topic is included, although, the total time may vary when two or more subjects are combined.

MIN—MAX TIME	TOPIC
(1-2 Hours)	Developing More Qualified Prospective Clients
(1 Hour)	The Cycle of Attitude (or “Two-Plus-Two Equals Employee Turnover”)
(30-60 Min)	Build and Maintain a High Enthusiasm Level
(2-3 Hours)	The Personality Styles and How to Communicate More Effectively with Them
(30 Min)	The Unknown or Forgotten <i>Principles of Persuasion</i>
(1 Hour)	The <i>Choice of Words</i> that “Make or Break” the Sale
(2-3 Hours)	Maintain More <i>Control</i> of the Conversation during the Sales Interview
(1-2 Hours)	Develop a Stronger Rapport with the Client More Quickly
(30 Min-2 Hrs)	Establishing Immediate <i>Credibility</i> over the Competition
(2-5 Hours)	Better Telephone Skills to Set More Appointments (also includes the Gatekeeper & Voice-Mail)
(20-45 Min)	The <i>Seven-Nevers</i> When Asking for a Referral
(90 Min-2 Hrs)	How to Professionally Ask for—and <i>Receive</i> More Referrals
(1 Hour)	First Impressions—The Major <i>and</i> Minor Points of Selling
(1-2 Hours)	The Initial Contact—How to Open the First Call
(1-2 Hours)	How to Gain and Hold the Client’s Favorable Attention
(1-2 Hours)	Make the Client <i>Want</i> to Listen to Your Ideas
(2-6 Hours)	Learn How to Encourage the Client to <i>More Willingly</i> Talk about His/Her Problems
(2-10 Hours)	Questioning for an Early Close
(2-3 Hours)	Using Your Product Knowledge More Effectively
(1-3 Hours)	Creating More Belief in the Benefits You and Your Company Offer
(1 Hour)	The Effective Use of Evidence to be More Convincing with the Client
(90 Min)	How to Effectively Dramatize Your Ideas during the Sales Interview
(1 Hour)	Advantage Selling™ (How to Make Your Competitors Follow Your Rules Instead of Following Theirs)
(30-45 Min)	The Art of <i>Underselling</i> Your Product or Service
(90 Min)	How to Uncover the <i>Real</i> Reason Causing the Client to Hesitate
(2-6 Hours)	Make the Real Objection <i>Work for</i> You Rather Than <i>Against You</i>
(2 Hours)	Motivate the Client’s <i>Desire</i> to do Business with You
(2-4 Hours)	<i>When</i> to Close and <i>What to Say</i> to Close Faster
(1 Hour)	How to Take Control of the Closing Process (without the Use of pressure or manipulation)
(1-3 Hours)	Develop Even More Business from Existing Accounts



MIN—MAX TIME	TOPIC
(2-8 Hours)	Critical Skills to Sell More Effectively in a <i>Down Market</i>
(2-4 Hours)	Memory Techniques (names, details, etc.)
(1 Hour)	Outline Your Sales Presentation for Maximum Results
(1-4 Hours)	Organize Your Time to be More Efficient, <i>plus</i> More Effective
(1 Hour)	Set and <i>Confront</i> Meaningful Goals
(1-2 Hours)	Body Language—Interpreting the Subtle <i>Actions</i> of Others
(1-2 Hours)	Trade Show Selling Techniques
(2-8 Hours)	Real-World <i>Group</i> Presentation Skills
(1 Hour)	Skillfully Handle Customer Complaints
(4 Hours)	Team-Building
(1-4 Hours)	Real-World <i>Networking</i> Skills

WORKSHOP OBJECTIVES

- WHY** We first discuss the theory pertaining to specific techniques. This provides each participant with a better understanding of the importance of the principles introduced.
- HOW** Each participant is shown *what* to do, and *how* to apply the techniques to fit their specific situation. This encourages each person to apply the ideas immediately with their clients.
- APPLICATION** Time is dedicated to *practice* the ideas discussed. In addition, ample time is allowed for the participants to ask questions regarding the new techniques, so that each person feels more comfortable with the principles.

TRAINING METHOD

These are not lecture programs. Each workshop includes a high degree of interaction with the participants. This helps to adapt the techniques to the individual situation and the personality of everyone in the program. *In general, the workshops employ the following five-step process:*

- Step 1** The instructor will lead a brief discussion about the technique (or the need for the technique).
- Step 2** The instructor will then demonstrate the technique to the class. This will allow the group to experience the new concept from the client's perspective.
- Step 3** The instructor will then dictate exactly what was said while the participants record the ideas in the course materials (provided).
- Step 4** The class will then be divided into small groups to read and practice the technique. Consequently, everyone will have the opportunity to determine if, and how the principle fits his/her personality and specific situation.
- Step 5** Opinions and comments about the technique will then be discussed, to adapt the ideas to fit the personality and the situation of each participant.