A PROGRAM WITH A DRAMATIC **IMPACT** ON A SALESPERSON'S PRODUCTIVITY

I

All of our **INSTRUCTORS** are practicing salespeople and possess a minimum of ten years of sales and customer service experience. We only employ instructors with a practical knowledge of selling. Each instructor completes an extensive, eighteen-month certification program before he or she is allowed to conduct any of our training. This experience and certification approach is unique to Rick~Alan & Associates and lends a strong element of credibility in the classroom.

M

Your requirements and objectives determine the training **METHODS** we utilize when conducting our programs. After analyzing your specific situation, we will recommend the number of hours required to accomplish your objectives. You determine *how* the hours will be allocated. Unlike other training programs, we do not have a standard, "off-the-shelf" program. We design the training around your parameters, rather than force you to adapt to ours.

P

Our **PROMISE** to you is unconditional. If we fail to meet your expectations, we will immediately refund your investment in full. There are no hidden conditions and there is no "fine print." At the conclusion of the training, either you will be pleased with this program or you will not pay for it—period!

A

The **ACTIVITIES** we utilize within our seminars are designed to engage each participant. Our programs are not conducted with the use of lecture. Our instructors conduct their classes through the use of questions rather than statements. This teaching method holds the attention of the participants, allows the time to pass very quickly, plus actively involves every person in the program.

C

We are **COMPENSATED** differently than most training companies. Our training is priced per *program*, which tends to offer you a definite pricing advantage for your group. Most companies price their training per person, which might be appropriate when training one or two people. If you have only a few employees, we have other options available in order to fit within your budget.

T

Our training is **TECHNIQUE-BASED**—not *motivation* oriented. Although motivation exists within our programs, it is always a by-product rather than the main focus. Our primary objective is to motivate the class member to *apply* the techniques introduced in the class. Once the participant experiences success with the techniques, the salesperson then tends to motivate him/herself to continue using the ideas after the program has concluded.

THE PROGRAM—IN GENERAL

- *Technique-oriented* (not tricks or motivation)
- The primary objective is to improve the ability of each participant to be more *persuasive* when calling on his/her customer's and/or prospective clients
- For the commercial and/or the industrial salesperson (business to business)
- Taylored to the client's requirements (to the skill level of the sales team, type of sales and sales objective)
- Schedule, length of time and methods of instruction vary depending upon your objectives
- Entry, Intermediate and Advanced-Level skills available (or a combination of all three)
- Potentially up to 84 hours of specific techniques (typical recommendations from 16 to 24 hours)
- *This is not a lecture program*—includes a high degree of interaction with each participant

ANY OF THE FOLLOWING SALES-RELATED TOPICS COULD BE SELECTED AND/OR ADAPTED TO TAYLOR A TRAINING PROGRAM FOR YOUR SPECIFIC REQUIREMENTS

PROSPECTING SKILLS/REFERRALS

Many salespeople recognize the challenge of continually finding enough potential customers. For various reasons, salespeople hesitate to consistently generate new leads on their own. This session helps the salesperson better recognize opportunities for new business. In addition, each participant learns how to make each sales call easier than the previous call.

SOME OF THE SKILLS ADDRESSED IN THE PROSPECTING/REFERRALS SESSION

- An often overlooked source of referrals
- How to more effectively ask for a referral
- Turn the first contact into a more productive "warm call"

PROFESSIONAL COLD-CALLING APPROACHES

Remarkably, most salespeople have been subjected to the same, thirty-year old, ineffective techniques for making cold-calls. Prospective clients today are more knowledgeable and sophisticated than ever before and have been the victim of far too many manipulative and insulting cold-calls by poorly trained salespeople.

A FEW OF THE IDEAS ADDRESSED IN THE PROFESSIONAL COLD-CALLING SESSION

- Take the fear out of the first call and turn it into a more productive *warm call*
- How to *capture* the client's attention more favorably
- Ways to pique the client's curiosity to hear your message
- Words and phrases to avoid to make your sales message more appealing
- Thirteen common mistakes made by salespeople when calling for an appointment
- Tested ways to respond to, *We're happy with our current situation*
- Tested ways to respond to, *I'm not interested*
- An effective response to, *Call me another time to schedule this*
- Tested ways to respond to, *Send me some information*
- Methods for the salesperson to minimize any feelings of rejection

FIRST IMPRESSIONS—THE MAJOR/MINOR POINTS

On every sales call the salesperson makes numerous minor decisions that affect his or her first impression with the client. Even in the client's reception room, decisions are constantly made—"Where do I sit?" Do I accept anything to drink?" "What is the best way to introduce myself for the most favorable impact?" Unfortunately, most salespeople can only guess at what is best when considering these and dozens of other minor decisions.

A FEW OF THE IDEAS ADDRESSED IN THE FIRST IMPRESSIONS SESSION

- Where to sit in the client's reception, office or conference room room
- How to introduce yourself to make the most favorable impact on the client
- How to most effectively shake the client's hand (yes—there are even subtleties here)
- Eye contact—the do's and don'ts
- When and where is it appropriate to accept something to drink in the client's office
- Where to stand or sit when first meeting the client
- Proven techniques to better determine if the other person is being truthful

TELEPHONE TECHNIQUES

This session will help the salesperson develop the specific skills needed when using the telephone. They will be shown *what to say* and *what not to say* to gain more appointments. Each person will leave this meeting with a written "script" that will fit his/her own personality.

SOME OF THE SKILLS ADDRESSED IN THE TELEPHONE TECHNIQUES SESSION

- What to say and what not to say to gain more appointments
- How to get past the gatekeeper more successfully and professionally
- *Voice-Mail* messages that work and why most messages do not
- Techniques to compel hard-to-reach people to take your call
- Thirteen common mistakes made by salespeople when calling for an appointment
- Tested ways to respond to, *We're happy with our current situation*
- Tested ways to respond to, *I'm not interested*
- An effective response to, *Call me another time to schedule this*
- Tested ways to respond to, *Send me some information*

AN EFFECTIVE APPROACH

Your salespeople will be shown how to more effectively approach their clients and prospective customers. They will learn how to establish more credibility over their competition beginning with their opening remarks. In addition, we will introduce various techniques on how to develop a stronger rapport with others more quickly. This will allow the customer to feel even more comfortable and trusting of your sales staff.

SOME OF THE SKILLS ADDRESSED IN THE EFFECTIVE APPROACH SESSION

- Methods to establish *immediate credibility* over the competition
- Words and phrases to avoid to make your sales message more appealing
- How to read the clients's body language and develop more trust with others

THE INITIAL CONTACT

It has been said that the salesperson's first ten words can be as important as the next ten thousand. Certainly the first few moments in a meeting with any buyer can have a major impact on the buyer's impression of the salesperson and his/her company. This session concentrates on the salesperson's first few minutes of the sales call to help him/her better capitalize on the first contact with a potential client.

SOME OF THE SKILLS ADDRESSED IN THE INITIAL CONTACT SESSION

- How to smoothly bridge from the "pleasantries" into a business discussion
- More successfully put the buyer at ease with during your meeting
- Establish your company's immediate credibility with the buyer
- How to arouse the buyers curiosity to hear your message

THE ATTENTION PHASE

This session will address the six, specific methods to capture and hold a client's attention. The salesperson will learn how to make a stronger first impression immediately with the client, plus effectively establish more professionalism as compared to the typical salesperson.

SOME OF THE SKILLS ADDRESSED IN THE ATTENTION PHASE SESSION

- Six methods to gain and hold the client's attention
- How to *capture* the prospective client's attention more favorably
- Adding creativity to your opening comments with the client
- Various methods to use when continually calling on the same client
- Fifty reasons to call on the existing account

RAPPORT

Most salespeople realize the importance of developing a rapport with the buyer. In reality, few salespeople have ever been told *how* to do that. Each participant will learn the three specific steps necessary to develop a quick and strong rapport with the customer.

SOME OF THE SKILLS ADDRESSED IN THE RAPPORT SESSION

- Three steps or phases to develop a quick and strong rapport
- Commonly asked questions that should be avoided early in the conversation by the salesperson

PERSONALITY STYLES

In this session, each salesperson will gain a much better understanding of the various personality types of customers and prospective clients. They will be shown how to *recognize* and *communicate* more effectively with each type. This will help them to develop a stronger rapport with your clients, plus make a more favorable impression with your customers. In addition, these skills will help everyone within your office be more understanding of the individuals they work with and better communicate with each other.

PHYSICAL RAPPORT

Men and women are different in how they approach people they do not know. Where people position others until a reasonable rapport has been developed indicates a definite message. Each participant will be shown how to recognize the non-verbal signals when first meeting someone, and how to better understand the subtle meanings expressed by the client.

SOME OF THE SKILLS ADDRESSED IN THE PHYSICAL RAPPORT SESSION

- Where to stand or sit when meeting the female customer
- Where to stand or sit when meeting the male customer
- How to determine if and/or when the client's trust has been developed
- How to make the customer feel more comfortable until a trust has been developed

QUESTIONING TECHNIQUES

We will work with the specifics of questioning skills. We not only will discuss *why* they should ask questions, but *what* questions to ask. They will be shown *how* to phrase questions to get the client to talk about his needs and desires. These skills will help the salesperson to better answer objections, close more sales and develop a better rapport with your prospective clients.

SOME OF THE SKILLS ADDRESSED IN THE QUESTIONING TECHNIQUES SESSION

- The not so obvious reasons why salespeople should be asking questions
- Techniques to get the real answers—not just the answers that sound good
- Types of questions that are overlooked by at least 95 percent of salespeople
- How to structure the questions to get answers you want
- Encourage buyers who don't want to talk—to discuss their problems
- Little known ideas to remember when asking questions
- Four *Magic Phrases* to encourage answers that people are hesitant to share

SELLING TO EMOTIONS

All buyers, regardless of the product or service being negotiated, will progress through three mental phases if they are to possess the *desire* to buy. Each participant will learn how to recognize those phases and guide the buyer *through* those stages during the sales conversation.

SOME OF THE SKILLS ADDRESSED IN THE SELLING TO EMOTIONS SESSION

- How to appeal to the what the buyer wants, as well as his or her needs
- Encourage the buyer to want to do business with you before making your presentation
- Diffuse potential objections

ESTABLISHING CREDIBILITY

Your salespeople will be shown how to present their product knowledge more *convincingly*. They will learn how to present their ideas from the buyer's viewpoint rather than from the seller's point of view. This session addresses the knowledge that they already possess and helps them to be more effective when presenting that information.

SOME OF THE SKILLS ADDRESSED IN THE ESTABLISHING CREDIBILITY SESSION

- Create more belief in the benefits you have to offer
- How to distinguish the differences between you and your competitor
- How to *undersell* rather than *oversell* your product or service
- Ways to encourage the client to concentrate on the positive aspects of your idea
- Establish more credibility over the competition

ADVANTAGE SELLING™

This part of the meeting will reinforce the material discussed in the "Establishing Credibility" session. In addition, we will introduce some specific ideas to help your salespeople better present the advantages of your company to your customers and potential customers.

SOME OF THE SKILLS ADDRESSED IN THE ADVANTAGE SELLING SESSION

- How to leave a lasting impression when responding to, *Tell me about your company*
- How to promote your assets and lessen your liabilities in the mind of the client
- Develop a mental outline of your advantages over the competition for a stronger presentation
- Better define the *playing field* so the competition has to follow your lead

CONTROL SELLING™

This session will address the subtle skills of how to *maintain control* of the conversation during the sales call. In addition, each participant will learn a qualification style that allows the buyer and the salesperson to communicate more effectively with each other. These ideas were developed by Rick~Alan and Associates and can make a dramatic difference in the salesperson's effectiveness with their clients and prospective customers.

SOME OF THE SKILLS ADDRESSED IN THE CONTROL SELLING™ SESSION

- How to diffuse the buyer's negative comments and/or questions
- Techniques to maintain control of the conversation during the sales interview
- How to know what answer to give before answering the client's question
- More effectively respond to *loaded* questions
- Better uncover potential objections
- Guide the sales interview in the direction you choose

CHOICE OF WORDS

This session discusses the words that salespeople use that can "make or break" the sale. We will introduce various words that, when used, automatically create a negative image in the mind of the customer, as well as those words that enhance the impression the client has of your company.

SOME OF THE SKILLS ADDRESSED IN THE CHOICE OF WORDS SESSION

- How to avoid an immediate negative impression with the prospective client
- Overcome the initial reaction of the client to say, *I'm not interested*
- Establish credibility with your ideas with your opening remarks
- How to focus your message on what is important to the client

CLOSING TECHNIQUES

We will learn *when* to close and *what to say* to close faster. This session will give your salespeople a better understanding of the importance of asking for the order and *how to ask*. Consequently, they can ask for the order at the right time—when the client is *ready to buy*.

SOME OF THE SKILLS ADDRESSED IN THE CLOSING TECHNIQUES SESSION

- How to recognize *when to close* the sale
- What to say to close faster
- A technique to help make the sale stay closed
- Four specific closing techniques to gain a stronger commitment from the client

HANDLING OBJECTIONS

Your salespeople will be work on being more assertive when responding to an objection. Each participant will learn how to make the objection work *for him* instead of *against him*.

SOME OF THE SKILLS ADDRESSED IN THE OBJECTION HANDLING SESSION

- How to determine the real objection without calling the client a liar
- Techniques to get the client to answer his/her own objection
- What to do when you or your company cannot solve a valid objection
- Eight tested ways to respond to, *Your price (rate) is too high*
- Tested ways to respond to, *We're happy with who we're using now*
- Tested ways to respond to, *I'm not interested*
- An effective response to, *Call me another time to schedule this*
- Tested ways to respond to, *Send me some information*
- *Plus*, any other objection that the participants would like to discuss

ACCOUNT DEVELOPMENT

Among the most common mistakes made by salespeople, proper follow-up on existing accounts ranks high on the list. This session addresses the various principles and techniques for the salesperson to turn a marginal client into more predictable and consistent account.

SOME OF THE SKILLS ADDRESSED IN THE ACCOUNT DEVELOPMENT SESSION

- Eleven ideas to remember when working with the account
- The four buying attitudes that occur within every client's business
- How to recognize the *key players* and *buying influences* within the account
- How to recognize the *Economic Buyer*
- Identify various new reasons to call on the existing account

LISTENING SKILLS

Simply stated, effective communications is the transferring of an same idea from one to another. One major aspect of proper communications is how the message is being heard by the listener. Most people consider listening as reactive rather than as a pro-active skill. Consequently, very little attention is given the habits of effective listening.

SOME OF THE SKILLS ADDRESSED IN THE LISTENING SKILLS SESSION

- The reasons most people are not good listeners
- Why we should become better listeners
- Some specific, how-to ideas to remember to be a better listener
- The *Seven Traps* of Ineffective Listening

TRADE SHOW SELLING

We will discuss the responsibilities and objectives of "working" the show. Each participant will learn to quickly determine whether the person visiting the booth is a prospective client or merely a casual shopper. In addition, they will be introduced to a system to more effectively follow-up with those people visiting your booth.

SOME OF THE SKILLS ADDRESSED IN THE TRADE SHOW SELLING SESSION

- How to guide visitors into the display area to the appropriate person
- Handle distractions from other salespeople and non-buyers at the show
- Learn where to position yourself to develop a stronger rapport and trust with the client
- How to better determine if the person is being truthful when discussing their intentions
- Effectively distribute brochures, so that the visitor will be more likely to keep them.
- Determine an effective method of follow-up with prospective clients

TIME/PRIORITY MANAGEMENT

This session addresses the issues of "self-management" rather than "time management". Most people believe they could be better organized, the question on their mind is *how*. We will discuss various methods for each participant to accomplish *more* in the same amount of time.

SOME OF THE SKILLS ADDRESSED IN THE TIME/PRIORITY MANAGEMENT SESSION

- Determine how to best prioritize your efforts
- When to best prioritize your daily activities
- How to gain at least thirty minutes to one hour of productive time each day
- Organize your daily sales calls for maximum efficiency
- How to handle interruptions, plus keep your sanity

SETTING AND CONFRONTING GOALS

Most people tend to be "task-oriented" instead of "goal-oriented". They're objective is to accomplish the "task" rather than reach the "goal". This meeting introduces the participants to proven techniques to take the next step to *confront* their goals, once their objective(s) have been set.

SOME OF THE SKILLS ADDRESSED IN THE GOAL SETTING SESSION

- Six steps to set and confront the goal
- How to keep from reaching your goal without really trying!
- How to stay focused on the goal
- Two most often forgotten steps once the goal is set

HANDLING COMPLAINTS

Your sales team will learn a simple three-step system to effectively respond to any complaint. We will work on specific examples that are typically heard, with time allocated for each participant to practice the ideas with each other. They will learn how to keep the negativism from spreading, while at the same time satisfy the person with the complaint.

SOME OF THE SKILLS ADDRESSED IN THE HANDLING COMPLAINTS SESSION

- Determine the difference between the "person with a complaint" and the "complainer"
- How to get "in step" with the person voicing the negative comment
- Methods to keep the complaint from spreading to other customers and employees
- How to respond to the customer when nothing can be done about the complaint
- When something can be done about the complaint, have the customer accept it positively

CREATIVE APPLICATION

The sales staff will learn how to apply the techniques they have learned throughout the training more creatively. This meeting concentrates on the *techniques* and not the product or service that they represent. They will leave this session with a better understanding of the buying process and how the sales techniques apply within that process.

MEMORY TECHNIQUES

This workshop is a highly interactive session designed to help people make better use of their memory. Most people have an excellent memory. Sometimes people just need a more effective way to activate it! A proven system will be introduced to those attending for remembering names, lists or any detail they wish to recall. At the conclusion of this meeting, *all participants* will know a system to recall any list of 20 or more items—*in any order*—ascending, descending or even at random. In addition, those participating will learn how to remember names more quickly and easily and still have fun in the process.

TEAM BUILDING

This is a half-day program specifically designed to support a department-wide customer service training effort. The workshop allows participants to experience and understand different facets of team behavior that impact group productivity and morale. The training employs a variety of experimental activities, small and large group discussions and simulations. This highly interactive session will enable participants to understand themselves better, recognize and use the strengths of others more effectively, understand how successful teams function and clarify specific ways in which the group can function more effectively. The program emphasizes application on the job through action planning.

SOME OF THE SKILLS ADDRESSED IN THE TEAM BUILDING SESSION

- How to function as a more effective work group
- Communicate better within the department and the company
- Utilize effective leadership skills
- Accomplish corporate results more willingly and effectively
- Resolve differences in a win-win fashion
- How to apply the ideas from the program to the employees work activity

CYCLE OF ATTITUDE/ENTHUSIASM

All employees experience a cycle in their attitude. We will explore the various phases and sub-phases of these cycles and help each employee to identify themselves within those phases. In addition, they will be shown the five steps necessary to gain and maintain a high enthusiasm level regardless of any possible negative circumstances experienced at work or home.

THE SELLING PROCESS—A GENERAL OVERVIEW

We will discuss the key steps and principles of the selling/buying process, highlighting the most important details that your salespeople need to remember. This session will discuss the concept of what selling *really is* and what it *is not*. It will analyzes how all people attempt to persuade others—regardless of our title. We will then discuss the importance and the skills of becoming even more *persuasive* with our ideas.

SOME OF THE TECHNIQUES REINFORCED IN THE SELLING PROCESS SESSION

In General

- Words and phrases to avoid
- Reinforce the *Principles of Persuasion*

Attention Phase

- How to establish immediate credibility over the competition
- Capitalize on the Initial Contact with a prospective customer

Qualification Phase

- A review of the various questions that should be asked
- How to organize your questions to have the maximum impact with the customer

Emotion Phase

- Three phases all clients experience if they want to buy your product or service

Satisfaction Phase

- Ways to encourage the client to concentrate on the positive aspects of your idea
- How to undersell rather than oversell your product or service

Confirmation Phase

- Recognize when to close the sale and what to say, without having to pressure the client to make a decision

ROLE PLAY

This entire day will be devoted to practice and critique of the various principles and techniques discussed in the program. We will tie together the ideas in the training by following the outline below:

- We will break into small groups to allow everyone the opportunity to demonstrate what they have learned.
- Critique forms will also be used by each observer in the group to help each participant better learn from his or her demonstration.
- The participants will then select some of the best presentations. Those individuals chosen will then demonstrate his or her presentation to the entire class.
- Following each individual presentation, the instructor will lead a discussion of the numerous positive points demonstrated, plus any suggested changes to further strengthen the presentation.
- Throughout the day the instructor will teach from the various class examples and offer an individual critique for the participants.

INSTRUCTION MODEL

WHY We discuss the theory pertaining to specific techniques. This gives, each participant a better understanding of the importance of the principles introduced.

HOW Each person is shown *what* to do, and *how* to apply the techniques to their specific situation. This encourages each person to apply the ideas immediately with their clients and prospective customers.

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 participant feels more comfortable with the principles.

This not a lecture program. Each session includes a high degree of interaction with the participants. This helps to adapt the techniques to the individual situation and to the personality of each salesperson. *We include a considerable amount of practice in our programs*. In general,our training follows the following six-step process:

Step 1 The group will briefly discuss the technique (or the need for the technique). Adults who understand the *concept* are more accepting of the technique.

Step 2 The instructor will then demonstrate the technique to the class. Most salespeople consider the buying process from only the seller's viewpoint. This approach allows the group to watch and "feel" the situation from the client's perspective. Consequently, the salesperson will be better able to help the client make a favorable decision that will benefit everyone.

Step 3 The instructor then dictates exactly what was said, while the participants record the ideas in their manual. The objective of this step is to provide the participants a pattern to follow from which they can adapt, if necessary.

Step 4 The class is then 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 or her personality.

Step 5 Opinions and comments about the technique will then be discussed, adapting the ideas to fit the personality and the situation of each participant.

If the program is conducted over a period of spaced-apart meetings, we then include the next step:

Step 6 After class, the participants then apply the techniques in their daily selling, and share their experiences during the next session. This holds the instructor and the class more accountable to assure that results from the training are achieved.

WHY OUR TRAINING WORKS

The parameters outlined below are critical if optimum success from training is to be gained. These are the primary reasons our clients have achieved such success from our programs.

REALISTIC

The ideas and concepts must be realistic to the type of sales in which the participants are involved. In your situation, the techniques apply in the following ways:

a. Contact with the client via telephone as well as contact in person.

b. A *consultative* approach versus the use of pressure tactics.

c. *Relationship* selling versus the one-time sale.

SPECIFIC

This program adapts the ideas for the class member. To impart only theory and understanding of the concepts introduced will limit the success of the training. Unless the participants are very self-motivated, they will not dedicate time after class to adapt the concepts to fit their personalities and situation. The class members must also be shown, using pertinent examples, *how to specifically use* the principles discussed in the classroom.

CONSISTENT

A one-time training meeting is a good start, yet rarely produces many lasting results. Since people are creatures of habit (good and bad), any program must have an element of consistency in order to expect significant change in the individual.

If one reads an entire book at one sitting, only a few ideas learned will be applied immediately. Consequently, this program introduces the various principles over an extended period of time. This allows the class members to apply a few specific ideas at a time, which helps them to acquire the proper habit and thus develop the skill.

ACCOUNTABILITY

Too often the practice of ideas and techniques are limited to the classroom only. Unless the participant is encouraged to apply the ideas outside the classroom, very little change in the individual can be expected. The design of this program holds all parties accountable for the success of the training.

a. The **CLASS MEMBER**: At the conclusion of each session, materials are distributed to help each person remember to apply and record the use of the techniques introduced in class. At the beginning of each session we discuss which ideas were applied since the previous meeting and with what results.

b. The **INSTRUCTOR AND MANAGEMENT**: At the beginning of each session, participants will also be asked what *may not have worked* as expected. This holds the instructor accountable for the success of the class. In addition, the instructor will contact the management periodically between sessions to solicit comments and reactions to the ideas introduced.