



Become a Certified Sales Professional

Create New Opportunities and Close More Sales

Day 1: Cold Calling Strategies for Chickens, Cowards, and the Faint-of-Heart

Day 2: Quality Questioning and Listening Skills: Sell to Executives with Ease and Speed

Day 3: Managing Key Accounts: Protect Your Business from the Competition

Day 4: Time and Territory Management; Accountabilities and Responsibilities

Day 5: Negotiate to Win! Make Powerful Presentations without Fear and Trepidation

Day 6: Plan Your Work and Work Your Plan
plus Professional Sales Etiquette

A Six-Month

Workshop Series

to Accelerate Your

Sales Success and

Career Growth

Self-Assessment

Top sales performers are constantly entrusted in improving their knowledge, skills and attitude. It is important to know your baseline before setting goals and making plans for improvement. Take a moment and complete this page. You may even want to review this with your sales manager.

Cold Call Strategies:	VERY IMPORTANT	SOMEWHAT	NOT IMPORTANT
<i>Do you...</i>			
1. Know how to create receptivity in the first ten seconds?			
2. Know how to turn every objection into an opportunity?			
3. Wish you could pick up the phone without fear of rejection?			
4. Get more referrals?			
Quality Questioning and Listening Skills:	VERY IMPORTANT	SOMEWHAT	NOT IMPORTANT
<i>Can you...</i>			
1. Use the language of leadership?			
2. Ask "drill down" quality questions?			
3. Have clients tell you more than they intended?			
4. Obtain referrals from clients' friends and associates?			
Managing Key Accounts:	VERY IMPORTANT	SOMEWHAT	NOT IMPORTANT
<i>Are you able to...</i>			
1. Navigate the complexity of today's businesses?			
2. Conduct a lost deal audit, good deal audit and customer service audit?			
3. Establish a benchmark for sales process and track prospects accordingly?			
4. Create a day-to-day plan to achieve short and long term goals for each client?			
Time & Territory Management:	VERY IMPORTANT	SOMEWHAT	NOT IMPORTANT
<i>Can you...</i>			
1. Manage priorities to get more done?			
2. Estimate ROI for each opportunity?			
3. Balance new business development with account management?			
4. Keep the Sales Funnel full & manage the Sales Pipeline for each prospect?			
Negotiation & Effective Presentation Skills:	VERY IMPORTANT	SOMEWHAT	NOT IMPORTANT
<i>Will you...</i>			
1. Create a win-win outcome every time?			
2. Have a bag of negotiating tools?			
3. Hold your own when your knowledge base is challenged?			
4. Think and speak on your feet?			
Putting it all Together! Presence and Etiquette:	VERY IMPORTANT	SOMEWHAT	NOT IMPORTANT
<i>Have you learned to...</i>			
1. Establish boundaries when prospecting for business?			
2. Recover from behavioral blunders?			
3. Practice protocols of fine dining?			
4. Leave a lasting positive impression in a working situation?			



Program

This program provides six full days of training with a full evening of coaching mid-month plus unlimited email and phone support.

Big Game Hunters and Closers generate a steady supply of income for their company and in doing so provide the business owner with something to sell – performance, the essence of their company – to bankers, brokers, employees, and shareholders.

Relationship Selling is good as far as it goes but it does not go far enough. In times when there is downward pressure for more growth and

cannibalistic industry pricing, clients want your solutions to help *them* create new opportunities and close more sales. When your solutions support their business goals – adding to their top line – you will have a relationship that you can count on for even more business.

This program will show you how to *Create New Opportunities and Close More Sales*. It will provide you with *Standardized Sales Processes* where success is assured by design rather than by default.

10 steps

10 Steps to Maximize the

Value of Training

1. Link the training to your needs.
2. Make sure your objectives are clear.
3. Identify your desired OUTCOMES.
4. Make sure your goals are aligned with the organization.
5. Be committed and engaged.
6. Participate in class; challenge self and participants.
7. Be Accountable: Plan your work and work your plan.
8. Apply learning back to the job.
9. Ask for help.
10. Measure results.

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Day 1:

Cold Calling Strategies for Chickens, Cowards and the Faint-of-Heart!

Manage Emotions and Feelings

- ✓ Overcome "fear of rejection".
- ✓ Adapt your "fears" to skyrocket your success.
- ✓ Release analysis paralysis..."What if...?" "What about...?"

Overcome the Six Client Objections

- ✓ Do not be stopped by "Send me a brochure" or "Your company's services cost too much!" ever again!
- ✓ Learn the art of quality questioning and active listening.

Write your own FIFTY million-dollar script

- ✓ Write a FIFTY million-dollar script, which works every time, using a time-proven formula to gain appointments with clients to discuss their issues and needs.
- ✓ Escape (and profit from) voice-mail jail.
- ✓ Dissolve their oppositional agenda: *I will not be sold to!*

Plan Your Work and Work Your Plan

- ✓ Ask for what you want, and close the deal — without fear of rejection.
- ✓ Tap into the gold mine of referrals...a proven four-step system.
- ✓ Maintain motivation and generate genuine enthusiasm.
- ✓ Wake up in the morning with a fire in your belly and throw gasoline on it!

At the end of the workshop, your team will have a document with detailed answers and scripts to help them handle the typical industry objections. This document will also be a valuable tool for your new hires. They will be positioned to be a Big Game Hunter and Closer by leveraging the knowledge and skills of their predecessors.

Day 2:

Quality Questioning and Listening Skills: Sell to Executives with Ease and Speed

Quality Questioning and Listening Skills: Influence with Ease and Speed!

How we sell is as important as what we sell. During this questioning/listening skills module, the participants will learn:

The professional sales call format:

- ✓ Plan the right questions to ask at each of the three stages of an effective sales call.
- ✓ Establish and present a call objective.
- ✓ Earn the right to ask questions.

The three types of questions to ask clients:

- ✓ Ask both tactical and strategic questions.
Closed – content questions/current information
 - ✓ "What are your three greatest concerns?"
- Open** – open ended/long term projections
 - ✓ "How do you see your concerns affecting your competitive advantage?"

Descriptive - provides information about "What is so?"

- ✓ "Tell me about the specifications of the instruments?"

Active Listening

- ✓ Demonstrate active listening so the client feels listened to as well as understood.
- ✓ Practice the 80/20 rule of questioning and issue/needs assessment.

Stand out from the crowd

- ✓ Reflect back to the customer the content of your meeting (you will beat out your competition with this one step).
- ✓ Get past the need to list features/benefits and have the customer reflect the VALUE of your product/service to their requirements.
- ✓ Speak the language of a leader instead of the language of the ordinary.
- ✓ Consistently ask one of the most important questions...Ask for the order/appointment/referral.

Day 3:

Managing Key Accounts: Protect your Business from the Competition

Develop a major account management plan that will help you sell more with less effort, improve your margins, and solidify your business base.

Major Accounts management helps you:

- ✓ Increase business from existing accounts.
- ✓ Be a supplier of choice – the client sells your product for you.
- ✓ Improve communication process with customer.
- ✓ Customer sees you as advisor on issues other than the products/service you sell.
- ✓ Gain industry knowledge.
- ✓ Sell to multi-levels of the Organization.
- ✓ Develop new opportunities.
- ✓ Improve customer service.

Major Accounts are more difficult to maintain than low-revenue accounts because:

- ✓ Everyone wants them.
- ✓ CEO/economic decision makers are more difficult to access.
- ✓ There are several decision makers.
- ✓ There are competing loyalties/hidden agendas.

A Major Account is Important because it has:

- ✓ Consistent high revenue.
- ✓ Potential for more business.
- ✓ A need for major suppliers to be *trusted advisors*.
- ✓ Potential for salesperson to become an industry leader.

Managing Your Major Accounts is important to your organization because they:

- ✓ Provide potential for long-term business.
- ✓ Are a source of current income.
- ✓ Are a source of “low cost” current and future income (selling to established clients is less expensive than sourcing new accounts).
- ✓ Expect their supplier to be an expert in their business.
- ✓ Enable your company to budget for the future.
- ✓ Help you competition-proof your account.
- ✓ Are successful by design, not by default.
- ✓ Have consistent performance.
- ✓ Create business alliance with mutual benefits.
- ✓ Have every action relevant to earning reliable source of long-term income.
- ✓ The practice of strategically managing accounts moves the salesperson up the proficiency ladder.
- ✓ Help companies improve customer service levels.

Day 4:

Time and Territory Management: Accountabilities and Responsibilities

Those who are able to manage their time and territory will be able to manage their money and the company's resources. In a 24/7 economy everyone needs to juggle multiple priorities. Loaded with practical time management techniques that you can apply immediately, this seminar will help you manage yourself in relation to time so you can get more done!

Results:

- ✓ Improve your goal setting, prioritizing, planning and multi-tasking skills.
- ✓ Stop procrastinating and start doing.
- ✓ Manage interruptions and technology effectively.
- ✓ Improve your productivity through delegation.

Manage Yourself More Effectively

- ✓ Gain insight as to how you spend your time at work.
- ✓ Identify and eliminate your top time wasters.

Goal Setting, Prioritizing, Planning and Multi-Tasking

- ✓ Learn the difference between, and the implications of, urgent and important tasks.
- ✓ Learn a system to determine and focus on priority tasks.

Organize Yourself and Your Work Space

- ✓ Manage paper and electronic mail.
- ✓ Set up an effective filing system.
- ✓ Organize your schedule and your desk.

Overcome Procrastination

- ✓ Identify why you procrastinate.
- ✓ Learn strategies to eliminate procrastination.
- ✓ Learn to say “no”, “goodbye” and “see me later”, without offense.

Be More Effective By Delegating

- ✓ Assess capabilities and aspirations of staff.
- ✓ Determine expectations and coach for success.

Manage Technology To Your Advantage

- ✓ Don't be a slave to E-mail.
- ✓ Learn to use voice mail more effectively.

Develop Your Action Plan

- ✓ Identify and overcome obstacles to implement your plan.
- ✓ Plan “quick hits” that will make you more effective.

Day 5:

Negotiate to Win! Make Powerful Presentations without Fear and Trepidation

The ability to deliver an informative, professional and captivating presentation in your own unique style is vital to your business success. Learn principles and techniques that will help you organize persuasive presentations and get your point across.

Results:

- ✓ Overcome anxiety and develop presentation confidence.
- ✓ Create and organize an informative and persuasive presentation.
- ✓ Speak more naturally.
- ✓ Add value to your audience.
- ✓ Think and speak on your feet.
- ✓ Learn the three components of great presentations.
- ✓ Position your presentation in their minds.
- ✓ Motivate your audience, be more persuasive.
- ✓ Learn three components to the body of your presentation.
- ✓ Use visual aids effectively.
- ✓ Prepare your speaking notes for spontaneity.
- ✓ Learn effective stance, body language, gestures, eye contact and voice control techniques.

- ✓ Develop an interesting, effective style.
- ✓ Learn specific "do's" and "don'ts" of professional presentations.

Negotiation Skills

Good negotiators know how to get what they need. Learn techniques that enable you to achieve win/win outcomes. The focus of this seminar is to learn practical negotiating tools and skills you can apply immediately.

Results:

- ✓ Recognize your own and others' negotiation styles.
- ✓ Learn strategies to negotiate more successfully.
- ✓ Leverage your negotiation style.
- ✓ Overcome unfair negotiation tactics.
- ✓ Apply negotiation techniques to business scenarios.

Build a Negotiation Framework

- ✓ Learn to assess the situation.
- ✓ Determine strategies for your approach.
- ✓ Implement your strategy.
- ✓ Evaluate the outcome.

Day 6:

Plan Your Work and Work Your Plan *plus* Professional Sales Etiquette

A no-nonsense approach to understand how civility impacts the workplace. Communicate confidence in business and social situations.

Results:

- ✓ Handle any situation with increased confidence.
- ✓ Leave a lasting, positive first impression.
- ✓ Ensure professionalism through your attitude, dress and decorum.
- ✓ Exhibit leadership behaviours that encourage mutual respect.
- ✓ Successfully navigate the *manners minefield*.

Professional Dress and Decorum

- ✓ Display the characteristics of professionalism.
- ✓ Understand the impact of your attitude.
- ✓ Master your non-verbal communication skills.
- ✓ Project a professional image.

Courteous Communications

- ✓ Develop the art of conversation.
- ✓ Understand the power of your voice.
- ✓ Avoid conversation catastrophes.
- ✓ Have people tell you more than they intended.
- ✓ Recover from behavioural blunders.

Results:

- ✓ Develop an accountability program.
- ✓ Plan your work and work your plan.
- ✓ Tap into the good graces of others to receive all the help you need.
- ✓ Tap into the gold mine of referrals.

Note: The second half will be a wrap-up dinner at a five-star restaurant where an etiquette specialist will instruct the group in the nuances of fine dining. After this session, participants will be able to put their clients at ease by taking the lead in social situations!



Increase sales. Shorten Sales Cycles. Increase Market Share. ... with the CPSA Certified Sales Professional program!

The CSP designation is one of the best investments you can make in yourself and your career. It is a proven way to demonstrate your expertise to employers, customers, and peers.

It shows you've met the rigorous standards for excellence set by the CPSA Sales Institute for sales experience, selling skills, willingness to learn, and that you're committed to abide by a strict professional Code of Ethics.

Organizations such as ADP Canada, Atlantic Packaging Products, BC Gas Utility, Bank of Montreal, Beaulieu Canada, Canadian Housing and Mortgage Corp., Canadian National (CN), Chubb Security Systems, Coca-Cola Bottling Ltd., Glaxo, Hanson Canada Brick, Laidlaw, IBM, Kraft Canada, NGK Sparkplugs Canada Ltd., Royal Bank, Shell, Van Houtte Café and others have already demonstrated their support of the certification process. Many companies now require their sales teams to be Certified.

If you want proof that being a Certified Sales Professional can boost your income and enhance your sales career,

take a look at what our CSP graduates said in a recent CPSA survey:

- 73% of Certified Sales Professionals said their professional designation gave them a competitive advantage in the marketplace;
- Of those who responded, more than half increased their sales by 15% or more in the time since training for Certification;
- Two thirds said the CSP designation gave them added prestige in the eyes of customers, managers and peers;
- More than half earn personal annual incomes over \$75,000 per year. More than one quarter earn over \$100,000 per year;
- 71% rank in the top 10% of sales within their respective organizations;
- 67% (two thirds) have over 10 years of sales experience
- A whopping 93% of CSPs recommend becoming a Certified Sales Professional to others.

Over 1,300 of your peers are already Certified Sales Professionals. Shouldn't you have the same top credentials as they do? Let us help you develop your company's greatest asset — you. Call today!

Sales Training Leader



"Alice Wheaton provides systems, methods, and sales training that assists individuals and organizations create new opportunities and close more sales."

Alice Wheaton's experience in working with thousands of individuals throughout North America revealed that confidence has little to do with motivation and success; confidence is how we feel just before we face the situation! In fact, the most successful people are those who are able to feel and manage their fears, doubts, and insecurities. They have a skill, of which most people are unaware, that leads to their success and happiness.

Alice's three book titles are:

- Big Game Hunters and Closers: Attract and Keep Your Super Sellers
- Say NO to Me: The True Power of Up2ide-Down Selling!
- Forgive and Forget: A Path to Peace of Mind
- Fear Less & Live More: Out-Fox Your Fears (2 CD Audio Set)

Watch for Alice's upcoming books:

- Fear Less & Live More: Out-Fox Your Fears
- Cold Calling Strategies for Chickens, Cowards, and the Faint-of-Heart

After graduating with a degree in Nursing, Alice worked as an intensive care nurse for six years. She began her business career as the first woman on her team at Xerox Canada and within the first year, she earned the award, "Salesperson of the Year." Alice subsequently earned her Masters Degree in Curriculum Development and Instruction.

Alice believes there are millions of dollars worth of great ideas and products not fully developed because of inadequate sales skills. Her information and systems help individuals appear lucky!

One of her key areas of expertise is assisting companies improve their top and bottom line by helping their employees use systems and methods that create new opportunities and close more sales.

5 Easy Ways to Register

Registration Form

- Phone 403-249-5853
- On-line www.alicewheaton.com
- E-mail awheaton@alicewheaton.com
Please include: Name, mailing address, approving Manager and billing information
- Fax: 1-403-249-3514
- Mail: *Complete and mail registration form to:*
Suite 1844 - 246 Stewart Green S.W.,
Calgary, AB, Canada T3H 3C8

PLEASE PRINT OR TYPE:

Mr. / Ms. _____
Name Title

Email Address _____

Mr. / Ms. _____
Name Title

Email Address _____

Mr. / Ms. _____
Name Title

Email Address _____

Please list additional registrations on a separate sheet and attach

Mr. / Ms. _____
Approving Supervisor Title

Company _____

Mailing address _____

City, Province, Postal Code _____

Telephone: _____ Ext. _____

Fax: _____

Payment Information: Full payment due 10 days prior to first session.

- Confirming phone registration # _____
- Cheque enclosed payable to CoreGrowth Foundations Inc.
Cheque # _____ Cheque amt. _____
- Purchase order attached # _____
- Invoice my company Attention

- Charge to:
 Master Card Visa AmEx
Card number _____
Exp. Date _____
Signature _____

Registration *Information*

1. For the fastest service, phone 403-249-5853. Our customer service representative will be happy to take your enrollment. The easiest way to guarantee your enrollment is to pay with a credit card when making your reservation, or you can mail in your payment before the seminar date.
2. Visit our web site at www.alicewheaton.com for easy on-line registration.
3. Or send your enrollment to us by e-mail: awheaton@alicewheaton.com. Please include your name and mailing address.
4. If you prefer to fax us your registration, the number is 1-403-249-3514. Please include credit card information or mail in your payment before the seminar date.
5. Of course, you can complete the registration form and mail it with payment to: CoreGrowth Foundations Inc., Suite 1844 - 246 Stewart Green SW, Calgary, Alberta, Canada T3H 3C8

Whatever your method of registration, be sure to enroll right away since space is limited. As soon as we receive your enrollment, we will send your registration package. Simply bring it with you to the program and hand it to the registrar. If your ticket does not arrive before the seminar, be sure to attend anyway. We will be expecting you. Walk-in registrations are welcome on a space-available basis only. Your tuition may be tax deductible. Even the government smiles on professional education. Expenses of continuing education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills may be tax deductible for corporations. Please contact your tax advisor. Cancellations and substitutions. Cancellations received up to ten working days before the seminar are refundable, minus a \$100 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply towards a future seminar. **Substitutions may be made at any time.** Canadian Professional Sales Association will provide you with a certificate of accreditation that serves as a permanent record of your achievement. Frame it or put it in your personal file to show that you are serious about success.