

THE LEADERSHIP INSTITUTE

"SALES-THE BOTTOM LINE"

Career Development for the Professional Sales Executive!
Designed to turn good sales people into highly effective top producers in the people business!

Monthly Sales Development Sessions - Phase One

Six Classroom Hours per month plus Individual On-Site Coaching & Alumni Benefits

- Session 1:** *How to Establish a Productive Career-Oriented Mentality!*
How to Build a Successful and Profitable Career in the People Business!
How to Identify your Motivating Values and Define your Desired Success!
- Session 2:** *How to Develop a Greater Degree of Professionalism!*
How to Benefit from On-Going Training & Development!
How to Create a Confident and a Productive Self-Image!
- Session 3:** *How to Develop an Enthusiastic, Results-Oriented Attitude!*
How to Create Personal Motivation and a Productive Work Ethic!
How to Identify, Properly Set and Reach Your Most Important Goals!
- Session 4:** *How to Accelerate the Rate at which you Achieve Your Goals!*
How to Develop Priority-Centered Time Management Skills!
How to Develop Efficiency-Oriented Organizational Abilities!
- Session 5:** *How to Organize and Utilize Important Knowledge & Information!*
How to Increase Sales through the Effective Utilization of Selling Tools!
How to Generate More Business through the Profitable use of Thank You Notes!
How to How to Create and Effectively Utilize Impacting Business Communication!
How to Benefit from Efficient Automated Record Keeping & Paperwork Management!
- Session 6:** *How to Understand and Effectively Accommodate Basic Human Nature!*
How to Recognize and Successfully Present to Various Personality Types!
How to Remove Communication Blocks and Accommodate Various Communication Styles!
- Session 7:** *How to Identify and Accommodate Various Decision Making and Buying Strategies!*
How to Recognize and Stimulate Various Buying Emotions!
How to Ask Strategic Questions to Support the Decision Making Process!
- Session 8:** *How to Attract Business by Implementing Unique Prospecting Strategies!*
How to Increase Qualified Appointments without making Cold Calls!
How to Effectively Pre-Plan and Prepare For Your Sales Call!
- Session 9:** *How to Establish Credibility & Believability through an Effective Initial Contact!*
How to Establish Rapport to Remove Fear and Establish Comfortability!
How to Build Relationships to Create a Bond and Establish Positional Authority!
- Session 10:** *How to Effectively Qualify to Determine Needs & Desired Benefits!*
How to Effectively Utilize Persuasive Presentation Skills to Create a Desire to Own!
How to Comfortably Uncover Objections and Recognize Significant Buying Signals!
How to Competently Respond to Objections and Provide Justification to Own!
- Session 11:** *How to Guide the Prospect through the Decision Making Process & Close the Sale!*
How to Provide Consistent Service & Follow-up to Secure Additional Business!
How to Increase Referrals by turning your Client into a Part-time Sales Person for you!
- Session 12:** *What's Next . . . How to Develop Consistent Follow-Through!*
How to Win at the Game of Life by Establishing the "Action Habit!"
How to Successfully Avoid a Sales Slump!
Final Exam . . . Graduation!

SALES-THE BOTTOM LINE is available in a public format and it can also be customized specifically for you and your team and conducted at your location.
Contact us to schedule a complimentary preview session at your location.

Email: Leadership.Team@LeadershipInstituteUSA.com

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