



## ■ BUILDING EFFECTIVE TEAMS

### Sales

A series of half-day or full-day sales training seminars. Select from one of the following or a combination of any applicable topics. These seminars can be tailored for groups of 10 or more. Selected topics are:

➤ ***Prospecting***

This is a half-day seminar that will instruct and coach your sales team in targeted prospecting. This seminar will result in a higher close ratio for your team; in turn increasing revenue and profit.

➤ ***Create & Deliver Results-Driven Presentations***

A full-day seminar that includes role-playing and film coaching. During this eight-hour seminar your team will learn the seven key points to a winning presentation, including how to prepare and deliver a results-driven presentation.

➤ ***Sales 101***

A great review for the experienced sales executive and a must for those sales executives with less than two years of direct sales. This full day seminar covers the sales process from prospecting, getting the appointment through close and follow-up.



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### **Negotiations—A Win-Win Solution**

This is a day and a half seminar that is a must for not only your sales team, but for managers who negotiate contracts for the procurement of goods and services. This is an intense training seminar that covers all aspects of negotiation from both the seller's side and the buyer's side. This is one of the most popular seminars and is customized to focus on negotiating within your market.

### **Customer Service**

Select from a one-day or a two-day customer service seminar series. This is a comprehensive training seminar that will take your customer service to the next level. Some topics that are covered are:

- Handling the difficult customer
- Identifying the real issue
- Identifying the customers' "hot button"
- How to become proactive and track repetitive issues and report them to senior management

### **Mid-level Management**

This is a comprehensive two-day seminar that was created in two modules. On is taught the first day and takes the manager through a process of accountability, communication, motivation, employee counseling, coaching, identifying game breakers and the art of delegation.

The second module of this seminar is scheduled for five weeks after the first module is held. This module reviews the success and failures of the implementation of what was learned previously. It takes module one to a higher level of detail based on real experiences and role-playing. This module is designed to start building managers into leaders.

### **How to Lead, Not Manage**

A high-powered, high-energy seminar that trains managers how to become leaders. This seminar will transform your best managers into strong leaders, and your best leaders to a new level. This seminar gets into the detail of what it takes to lead, and personal accountability. We will study both successful leaders and those who have failed as leaders and identify traits of both. This seminar covers all aspects of leadership down to the smallest of traits. We recommend the two-day seminar, but it can be condensed to one day upon request.