

Consultative Sales Training for Commercial Interior & Contract Furniture Professionals

Overview

To be effective in the strategic selling environment, top performing salespeople are valuable consultants and trusted advisors to their customers. Learn how to:

- Actively prospect, work with gatekeepers and access decision makers
- Stop chasing bids and opportunities that go nowhere
- Stop price shopping and proactively sell on value
- Earn trust and loyalty from prospects and clients more quickly
- Eliminate surprises at the end of your cycle
- Enjoy high sales volume, gross profit and income

After completing this course, participants will improve their performance with the use of proven and specific skills for the contract furniture industry. You will gain insights, acquire more confidence and professionalism, drive more revenues, and profit to the bottom line.

Course Outline

Led by instructors who have years of successful sales experience in the contract furniture industry and fortune 100 companies, the modules are fun, highly interactive and teach effective skills for immediate use in this challenging economy with apprehensive buyers. Tailored modules include:

- **Prospecting** - *establish a consistent process, get more appointments*
- **Referrals** - *build a strong referral business and partner relationships*
- **Mutual Agreement** – *control the sales process and compress the cycle*
- **Pain and Buyer Motivation** - *create value and gain leverage*
- **Investment** - *define budget and ROI earlier, position tax benefits/leasing*
- **Beliefs** - *managing rejection, develop a strong self-concept*
- **Skepticism** - *obtain the truth and get decisions without pressure*
- **Authority** - *compress decision times, help establish criteria & processes*
- **Sales Rescue** - *get the customer to help you, generate 2nd chances*

Who Should Attend

New and Seasoned Sellers Looking for Fresh Ideas or Experiencing Slumps
Sales Managers and Dealer Principals Leading Sales Teams
Designers, PM's and Others Involved in the Qualifying and Sales Process

Dates and Location: February 8, 9, 10, 2012
Mount Vernon Country Club • 24933 Clubhouse Circle • Golden, Colorado 80401

Includes: Training Manual and Lunches

Fee: \$1,780 per person, register early, space is limited

Registration: Garry Duncan • 303.462.1277 • garry@leadershipconnections.com

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SALES MASTERY® TRAINING MODULES

Introduction and Overview *The Process and Tools*

- Introduce trainers and attendees
- Identify training expectations
- Review goals of sales training
- Understand 'Why a Process?'
- Overview of Sales Mastery™ Tools and Skills

Beliefs *Managing Rejection*

- Develop and maintain a strong self-concept
- Overcoming self limiting beliefs and behaviors that sabotage calls
- Learn how to deal with rejection and negative self-talk

Referrals *Build a Referral Business*

- Develop networks of referral partners and sources
- Refine communication, approach and referral process
- Inspire and coach referral sources more effectively
- Increase confidence, diminish the fear of asking for referrals

Mutual Agreement *Control the Process, Move The Sale Forward or End It*

- Learn effective methods to obtain commitments and get decisions without pressure
- Establish mutual agreements on how you will do business together
- Identify clear next steps
- Gain control of your sales calls
- Learn the value of 'NO' and the Power of Choice®

Skepticism *Obtain The Truth & Decisions Without Pressure*

- Learn the Sales Takeaway!
- Powerful concepts to lower defenses and illuminate the real issues
- Gain customer 'ownership'
- Obtain truthful answers
- Experience more fun, control and less resistance

Authority *Avoid Surprises, Establish Criteria and Process*

- Unravel the decision process for complex sales cycles
- Learn techniques to identify decision makers, criteria, process
- Learn how to deal with decision maker stalls, coach your contacts
- Gain clarity when working with multiple or absentee decision makers

Pain and Buyer Motivation *Create Value, Gain Leverage*

- Uncover true buyer motivation
- Create interest and a sense of urgency
- Focus on value instead of price
- Become a trusted advisor
- Move buyers to action

Prospecting Process *Establish a Consistent Process*

- Eliminate the stigma and rejection of prospecting
- Get in the right mind set
- Avoid words and approaches that immediately sabotages the call
- Learn to prospect with comfort and consistency

The Sales Rescue *Get the Customer to Help You*

- Recover from mistakes
- Generate second chances and inspire prospects to help you
- Learn how to comfortably clarify conflicting information
- Make the prospective customer look good and feel good

Investment and Pricing *Define Budget and ROI Earlier*

- Develop skills to ask and answer questions about price and budget
- Uncover competitive pricing and data earlier in the process
- Respond to pricing objections
- Clarify 'Investment' prior to proposals and expenditure of resources
- Positioning tax and leasing benefits

Prospecting Scouting Calls *Get More Appointments*

- Get past the gatekeepers
- Quickly engage decision makers
- Develop skills to lower defenses, build instant rapport, create interest
- Qualify and set more appointments
- Positively work with voice and e-mail
- Increase opportunities in your funnel

Wrap-up *Training Highlights*

- Overview of key training points
- Review how to pre-brief and debrief sales calls using the Sales Mastery™ process
- Wrap-up and close session

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TRAVEL LOGISTICS

SALES MASTERY™ TRAINING – February 8-10, 2012

We want you to have a memorable training experience when you come to Colorado! Below are the travel and logistic arrangements. If you have any questions contact:

- Garry Duncan at 303. 462.1277 or garry@leadershipconnections.com
- Debbie Junge at 303.356.2664 or debbie@jungeassociates.com.

Hotel Accommodations:

The Quality Suites at Evergreen Parkway
29300 US Highway 40
Golden/Evergreen, CO 80401
P 303.526.2000
www.goldenevergreenhotel.com

Special Group Rate: **\$109.99** for a suite with 2 queen beds or 1 king bed
Group Name: **Junge + Associates & Leadership Connections**

For Reservations: Call **303.526.2000** to get the above rate, give them the group name. Reserve your room with your credit card (Note: you will not get this rate on the internet!).

The hotel is nestled in the foothills with spectacular views of the continental divide. The spacious suites include an adjoining living area with love seat, upscale bedding, wireless high-speed internet, microwave, refrigerator, I-pod player, and flat screen TV. All rooms are recently updated. The rate includes continental breakfast with omelets and waffle bar. The hotel is next door to El Rancho a historic western bar and restaurant, and other local restaurants. You are in the mountains so evening attire is casual!

Training Location:

Mount Vernon Country Club
Canyon Trail Room
24933 Clubhouse Circle
Golden, CO 80401
P 303.526.3106
www.mountvernoncc.com

The country club overlooks the city and surrounding mountain vistas. It is 3.5 miles from the hotel. Training starts at **8:00 am**, plan to arrive 10 minutes early so that we can start on time. Training ends at 5:00 pm, 4:00 pm on the 4th. Recommend booking departure flights on the 4th for after **7:00 pm**. Attire for training will be **business casual** (no jeans). Lunches and refreshments are included.

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Directions from the Hotel to Mount Vernon Country Club (MVCC):

- Exit the hotel going east, turn left at the light on to Evergreen Parkway
- 1-70 West to exit 254, the Genesee Park Exit
- Turn right at the stop sign at the top of the Genesee Exit ramp onto MVCC road
- You will be going north
- Continue north through the MVCC stone entry and follow the paved road as it curves around to the right for approximately a half mile
- The country club is on the left

Transportation:

You will be flying into DIA (Denver International Airport). The hotel is approximately 45 miles west of the airport. A cab ride will be \$89-99 each way. Alternative transportation options:

- a) Rent a car at the airport
- b) Denver Cars 303.931.2277 - Reservations only.
- c) Super shuttle 303.370.1300

We will do our best to shuttle folks back and forth from the hotel and training center if you do not have a rental car. If you wish, we can hook you up with other dealers to share transportation to and from the airport.

Directions from DIA to the Quality Suites Hotel:

- Take Pena Blvd to 1-70 west to Exit 252 (Evergreen Parkway)
- Turn left off of exit ramp onto Evergreen Parkway
- Turn right at the first traffic light, you will be on US Highway 40
- Turn immediately left into the El Rancho restaurant parking lot
- Proceed right to the top of the adjacent hill to the hotel

Local Attractions:

We will arrange a group outing for one evening, more details to follow! There are many local attractions just minutes from the hotel to enjoy on your open evenings or the weekend if you decide to extend your trip:

- Red Rocks Amphitheater and Park
- Buffalo Bills Grave/Museum, Mother Cabrini Shrine
- Dinosaur Ridge and the Town of Morrison
- Historic Central City/Black Hawk Gaming and Casinos
- Old town Evergreen, Golden and Coors Brewery
- Colorado Mills Outlet Shopping (Off Saks, Neiman Marcus Last Call and others)
- Downtown Denver (20 minutes away), Nightlife, Restaurants and Cultural Events
- Close access to 5 Ski Resorts and Other Winter Sports Activities

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Leading You to Sales Success & Connecting You with Top Line Results

Sales Mastery® Lead the Pack Sales Training