

# Professional Sales Training

	Sales Mastery® Omega	Sales Mastery® Beta	Sales Mastery® Alpha
<b>All Sales Mastery® Sessions includes Personal Trimetrix Profile</b>			
Alpha Thinking	●	●	●
Self Concept & Resilience	●	●	●
Instant Rapport	●	●	●
Mutual Agreement & Power of Choice	●	●	●
Pain & Buyer Motivation	●	●	●
Skepticism	●	●	●
Seeking to Understand	●	●	●
Authority, Process & Criteria	●	●	●
Investment	●	●	●
Proof	●	●	●
Sales Rescue	●	●	●
Telephone Appointment Setting	●	●	●
<b>Sales Coaching</b>			
Pre-call planning	●	●	●
Post Mortem Analysis	●	●	●
Skill Application	●	●	●
<b>Maximizing Potential for Beta and Alpha Participants</b>			
<i>Validation, Reporting, Coaching*</i>		●	●
Success Map Implementation		●	●
Skill Ownership		●	●
Tap the Power of True Self		●	●
Eliminate Irrational Thinking		●	●
<p>*Common reasons many talented salespeople fail to reach their full potential are unclear direction, inadequate or infrequent feedback, personal doubt, negative self-talk, and lack of focus. LCI's 'Sales Mastery Alpha' and 'Sales Mastery Beta' tackles these and other hurdles. Participant's and their coach track progress on their approved business plan (Success Map), fix challenges, journal to energize personal growth and effectiveness.</p>			
<b>Advanced Sales Mastery® : Skills &amp; Reinforcement for Alpha Leaders</b>			
NLP			●
Advanced Pain			●
Advanced Prospecting			●
Advanced Skepticism			●
Advanced Closing			●
Referrals – Part I			●
Referrals – Part II			●
Referrals – Part III			●
Advanced Questioning			●
Major Accounts – Part I			●
Major Accounts – Part II			●
Advanced Telephone Skills			●
	<b>Sales Mastery® Omega</b>	<b>Sales Mastery® Beta</b>	<b>Sales Mastery® Alpha</b>



**SALES  
MASTERY**

**LEAD  
THE PACK  
SALES  
TRAINING.**

**LEADERSHIP  
CONNECTIONS**

**“The strength of the pack is the wolf, and  
the strength of the wolf is the pack.”**

*Wolves taught Native Americans about the value of extended families, about protectiveness, and about fidelity to the tribe. They taught how social systems in a tribe function smoothly, and with the best interest of everyone in mind. Like the pack leader, the manager must build the success of the team based on the strengths of the individual.*

**303.462.1277**

## Client Successes

**64%** ↑

*Increase in Gross Profit per Rep  
Business Services*

**20%** ↑

*Increase in Gross Revenue  
Commercial Dealer*

**25%** ↑

*Increase in Gross Profits  
Commercial Furniture*

Harvard Business Review reports those organizations that invested in training in 2003 outperformed the S&P 500 by **17 to 35 percent**. Whether you have one salesperson or many LCI has the tools for sales success.

## What our clients are saying...

“We started using LCI’s techniques and within two weeks we signed on 18 new clients and doubled our sales.” **R W – Owner**

“Your training at Gevity truly impacted my life in a very positive way! I use what I have learned from you every day with every prospect. I ranked in the top 30 in the country and have increased my income by 47%! The average closing ratio in the company is 10%. I have attained a 30% closing ratio. I thank you Garry.”  
– **Major Account Business Development Manager**

“Garry, Good news! I was top salesman out of 42 people in McGraw-Hill Construction. I was just presented the President’s Award at our sales conference last week in New York City. I need to give you a big THANK YOU for helping me achieve this. Thanks again.” **J G – McGraw-Hill**

“I wanted to thank you again, for what you did for the Charlotte Branch over the past few weeks. We all feel that this is the best training we have received anywhere. This will be something we can use the rest of our lives. I hope we can show you proud in what you have taught us. Thanks again. I am closing one deal today, one tomorrow, and one Monday.” **T H – Gevity, Semper Fi**

## Success Requires Selling Skills & Leadership Skills

Selling value in today’s market is testing the skill set of many seasoned salespeople. Strong presentation and proposal skills are no longer closing sales. Salespeople and business developers need effective ways to prospect get referrals, open doors, and access decision makers, stimulate interest, and create value. Today, how you sell is just as important as what you sell.

## LCI’s Sales Philosophy

Making Connections for Leadership  
& Sales Success

- Finding & Solving Problems vs. Pushing Products
- Collaboration vs. Being Sold
- Discovery vs. Convincing
- Mutual Agreements vs. Closing Techniques
- Problem Solving vs. Closing
- Listening vs. Talking
- Conversations vs. Presentations
- Collaborative vs. Adversarial
- Trusted Advisor vs. High Skepticism
- Prospect’s Timetable vs. Salesperson’s Deadline
- Creating Value vs. Justifying Expense

**CPBA, CPVA, CAIA, CMSI**  
Certified in Attributes, Behavior, Values,  
Marketing and Sales Alliance of Professional  
Consultants  
CEU’s Available