



Build-A-Link™ Training Series

POWERFUL PRESENTATIONS & SALES EFFECTIVENESS

Developed by:



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Our new **Build-A-Link™** Team Building programs allow your team members to receive a classroom style workshop from a subject matter expert, a team building exercise that allows hands on experience, and a fun-filled activity that let's them enjoy the fruits of their labors. You and your Team members will get to see a live demonstration of "practice what is preached". With the **POWERFUL PRESENTATIONS & SALES EFFECTIVENESS - Build A Link Training program**, we'll show you how easy it is to get fast results and proven ROI success.

Customers expect more than on-time and on-budget delivery of products & services. In today's competitive and rapidly changing business environment, you can't simply work harder and hope for success. You need effective strategies for developing and maintaining relationships. PDG empowers business professionals to strengthen customer loyalty, improve their productivity, develop effective communication skills and most importantly build strong lasting client relationships. If you're tired of spending your training dollars on the same old stuff with no demonstrated return, then let us show you how the **POWERFUL PRESENTATIONS & SALES EFFECTIVENESS -Build A Link Training Program** will put talk into action right before your eyes.

About your Seminar Leader: Nancy Lemon

Nancy is a consultant and workshop facilitator specializing in the areas of inside/outside sales, product marketing and customer retention. With over 18 years of business experience, she has consulted, designed and facilitated training programs for organizations including Alltel Communications, Sprint, Transeastern Homes, Preferred Home Mortgage, AON Stenhouse and many more.

Nancy is the President of Professional Development Group. PDG is a leading international training and consulting firm which specializes in helping business professionals gain the critical skills, attitudes and behaviors needed to be successful. To learn more about Nancy and her company, click here to visit her website- www.pdginternational.com.

Nancy Lemon-President
www.pdginternational.com

Office: (813) 571-2002

Mobile: (813) 361-2613

About Portable Golf Solutions:

Media Golf Productions, Inc., (MGPI) is a multi service provider of Golf Tournament planning and management services, multi-media digital entertainment production, and sports marketing and sponsorship consulting. Utilizing an "Anytime-Anywhere" concept and motto, MGPI delivers a unique and creative Portable Golf service called **Portable Golf Solutions** (PGS). (MGPI) is currently developing new turn key programs for group and individual fun, entertainment, and competition. Call Bob to ask any questions you might have!

Bob Gaudreau, CEO-President
bob@PortableGolfSolutions.com

813-685-1509/813-924-4800
www.PortableGolfSolutions.com

STRATEGIC SALES DEVELOPMENT

... Build-A-Link Training Series

Our programs are designed for any new or experienced sales associate. Most modules can be conducted in 1-3 hours. We take the participants through a series of exercises, role-playing &/or self-evaluations. Below is an outline of our training modules:

Modules	Length	Training participants will leave with knowledge to:
One: Prospect Management & Activity	2-3 hours	<ul style="list-style-type: none"> ➤ Calculate prospect ratios & funnel management ➤ Utilize effective methods of prospecting ➤ Participate in Networking & Referral selling ➤ Create a telephone approach/script ➤ Manage a Database of prospects ➤ Understand the sales cycle
Two: Marketing & Communications	1-2 hours	<ul style="list-style-type: none"> ➤ Write letters of communication ➤ Develop creative proposals ➤ Utilize prospect/direct mail campaigns ➤ Use email methods for direct mail and communication
Three: Making a Positive Impression	1 hour	<ul style="list-style-type: none"> ➤ Understand the importance of proper business attire & vehicle appearance ➤ Implement cell phone etiquette tips ➤ Understand the "Do's and Don'ts" when making a positive impression ➤ Stay current with the industry...knowing your business ➤ Display your professional image at all times
Four: Sales Call Preparation	1-2 hours	<ul style="list-style-type: none"> ➤ Research the contact and company ➤ Research account history or activity within their organization ➤ Profile and do strategic planning ➤ Set sales call objectives and strategies ➤ Plan their agenda ➤ Prepare an "opening" for the sales call
Five: Time & Territory Management	2 hours	<ul style="list-style-type: none"> ➤ Organize and manage time ➤ Use tools that will increase effectiveness ➤ Manage a sales territory or vertical ➤ Deal with common time wasters ➤ Create a business plan and put it into action ➤ Understand the importance of goal setting
Six: Gaining Access to the Decision Maker	2 hours	<ul style="list-style-type: none"> ➤ Work with the gatekeepers ➤ Identify the 4 different decision-makers ➤ Get access to the decision makers ➤ Use multi-level strategic positioning within an account ➤ Utilize their resources

Seven: Communication Skills	2-3 hours	<ul style="list-style-type: none"> ➤ Listen effectively ➤ Recognize common listening blocks ➤ Verbal and non-verbal communication ➤ Utilize Questioning Techniques ➤ Use various approaches to identifying needs ➤ Connect to your prospect- understanding different personality styles implementing the True Colors Assessment
Eight: Positioning Value	1 hour	<ul style="list-style-type: none"> ➤ Demonstrate why the client should choose your organization ➤ Express what differentiates you from the competition ➤ Build a strong case as a business partner ➤ Prepare Positioning statements or Value propositions ➤ Sell on value vs. price
Nine: Giving the Ultimate Sales Presentation	2-3 hours	<ul style="list-style-type: none"> ➤ Understand your audience and organize your presentation to suit their needs ➤ Prepare an "Opening" to grab your prospects attention ➤ Formulate an appropriate "Closing" which promotes thought or action from your audience ➤ Understand how hand gestures, body movements and your words can affect your prospect in a positive or distracting manner ➤ Focus and control nervousness before and during your presentation
Ten: Handling Objections	2 hours	<ul style="list-style-type: none"> ➤ Handle objections using proven methods ➤ Acknowledge, Clarify, Isolate, Answer, Confirm, Close or Feel-Felt-Found ➤ Face Skepticism, Indifference, Misunderstanding, Drawback ➤ Handle common objections within your industry
Eleven: Negotiations	1-2 hours	<ul style="list-style-type: none"> ➤ Use negotiation to build a strong respect and partnership ➤ Find win-win solutions ➤ Understand the facts about negotiating
Twelve: Closing Skills	2 hours	<ul style="list-style-type: none"> ➤ Recognize Internal and External barriers ➤ Identify buying signals/behavior ➤ Utilize different types of closes ➤ Close the sales call and set the next step
Thirteen: Staying Focused & Positive	2 hours	<ul style="list-style-type: none"> ➤ Recognize why attitude is so important in sales ➤ Utilize positive self talk ➤ Use the Top 10 motivational techniques ➤ Share ideas amongst the participants on how they stay positive

