



Sales Mastermind Series Samurai / 2012

Description:

The *Sales Mastermind Series* is a series of 10 webinars designed to provide the participants with skills, tips, techniques, and coaching that will support their current sales activities and increase their effectiveness.

Each webinar will last 60 minutes. Individual, one-on-one coaching is available via email.

The sessions:

1. *Opening Warm Doors*

Tired of knocking on doors that never open? Need to improve your close ratio? Studies have shown that when a trusted advisor to the prospect introduces a salesperson to them, the close ratio is 7 or 8 times higher. Learn to be more effective with less stress.

2. *Networking Your Way to Sales Success*

Are you riding the networking merry-go-round without seeing any tangible results? Isn't it about time you got off? After all, how many little hot dogs wrapped in puff pastry can you eat? This session will teach you proven networking techniques that generate the kind of contacts you want. Off-line and on-line networking will be discussed.

3. *Developing a Message that Resonates*

How effective is your message? Do prospects get excited when they hear your "pitch", or do their eyes glaze over? The first 60 seconds are critical in gaining the prospect's attention – or getting relegated to obscurity. This session will teach you to create relative messages that will engage your prospects in meaningful dialogue.

4. *Understanding Human Behavior*

Ever leave a meeting wondering what just happened? Everything was going along smoothly and suddenly the prospect, for no apparent reason, began to behave differently than expected. Every market has one common parameter – there is a human being sitting on the other side of the desk deciding whether or not to buy – from you. The more you understand about human behavior, the better prepared you will be to handle these situations.



5. *Why People Buy*

How many times have your prospects made decisions that didn't seem to make sense? You have the best product, the prices were competitive, you had a good rapport with the prospect – and they went with your competitor! The reality is that the decision made perfect sense to the prospect. Prospects buy for their reasons, not yours! Learn what those reasons are.

6. *To Buy or Not to Buy...That Is the Question*

Socrates once said: "I cannot teach a man anything. I can only ask him questions and make him think." We have paraphrased that quote to: "I cannot sell a man anything. I can only ask him questions and help him buy." This session will teach you the skills to question your way to the close.

7. *Listening...No, Really Listening*

Ever find yourself in a situation where you're confident that you've got exactly what the prospect needs – only to find out that you were way off base? This session will teach you listening skills that will help you discover the prospect's real needs and the reasons they will buy.

8. *Dealing with Price Issues*

How many times have you heard: "Your price is too high!" Tired of getting nickelled and dimed by your prospects? Sick of having your product / service treated like a commodity? This session will teach you how to get your customers to *happily* pay your price.

9. *Getting Decisions that Stick*

You're excited because you're walking into a closing meeting, everything has gone like clockwork so far, and you fully expect to walk out with a contract; only to discover that "Mr. X", whom you've never heard of until now, will actually be making the decision. Or worse, that the people you've been working with need to have their "recommendation" signed off by "corporate" or some non-descript committee – which usually resides in some country on the other side of the globe. If you tired of such disappointments, this session will teach you how to avoid them.

10. *Creating Customer Evangelists*

Ever been to a restaurant where the food and service were so beyond your expectations that you couldn't wait to tell your friends about your experience? Imagine having your customers doing the same for you. What would this do for your business? This session will teach you how to turn customers into evangelists for you.