

Samurai Sales Mastery™

The Samurai Sales Mastery Blue Belt Program is a series of six virtual classroom sessions designed to provide the participant with the foundational principles of the Samurai Sales Mastery Program. This program is designed to be a complete sales training program that will *immediately improve the sales performance* of the participant. The program is designed to stand alone or as a component of the complete Sales Mastery Series Black Belt Program.

The program is based on a combination of academic research, proven principles of human behavioral science, and the best sales and marketing practices. It provides a *framework* that is adaptable to each organization's culture and markets and the individual sales person's personality.

Instead of the usual manipulative and sales-oriented approaches that create an atmosphere of distrust, the Samurai WaySM creates a *collaborative environment* with the prospect, based on mutual respect and trust, to come to a mutually rewarding conclusion.

*"People love to buy,
but hate to be sold."*

Our blended-learning training techniques follow the Harvard Adult Learning Model, which utilizes an adult's life experiences and critical thinking skills to expedite the learning process, thereby ensuring that the executives and professionals involved in the program will be challenged and stimulated. The training sessions draw from the participant's real life experiences and help them apply the concepts to *actual sales situations*. Each session includes pre-session preparation and post-session reinforcement.





The way of the Samurai



Blue Belt Program:

Session 1: Understanding Human Behavior

In every market there is one constant – there is a human being deciding whether or not to buy from you. Understanding human behavior is a key element of sales success.

Objective: Recognize and apply human behavioral research in a sales/business environment

Topics: Behavioral Styles, Human Perceptions and Reactions

Session 2: Generating Prospects

Without a qualified prospect, you have no chance of making a sale. In order to consistently achieve your sales goals, you must implement an effective prospecting plan.

Objective: Develop a prospecting plan that will provide enough qualified prospects to achieve your sales goals.

Topics: Prospecting Channels, Generating Referrals and Introductions, and Developing a Prospecting Plan

Session 3: How Prospects Buy

Humans follow a discrete process when making decisions. Aligning your sales efforts with that process will increase your effectiveness and expedite a positive outcome.

Objective: Identify the process prospects follow when making a purchasing decision

Topics: The Samurai Buying Decision Model™ and the Samurai Decision Maker Impact Continuum™



Blue Belt Program: Cont'd

Session 4: Why Prospects Buy

Prospects buy for their reasons – not yours. Uncovering what motivates the prospect to buy is critical in consistently closing the sale.

Objective: Determine what motivates prospects to buy and recognize how to discover the personal motivation of the decision-maker.

Topics: Apparent Reasons, Compelling Reasons, and the Discovery Process

Session 5: Closing the Sale

Prospects select solutions that are the best fit for their situation. There are always four conditions that are used to determine which solution will be perceived by the prospect as the “best fit”.

Objective: Discover how to obtain the prospect’s approval and close the business.

Topics: The Four Requirements to Close the Deal, Obtaining Buyer Approval, and Effectively Presenting the Value Proposition

Session 6: Farming the Customer Base

Your greatest source of new leads and business is your existing customer base. Having a plan to effectively leverage that base and create customer loyalty is critical to long term success.

Objective: Examine how to grow your share of business from your current customer base and develop a proactive plan to increase customer loyalty.

Topics: Generating Add-On Sales and Developing Customer Loyalty

Samurai Wisdom

Don't paint yourself into a corner. "Never answer an unasked question. If the prospect feels something is important, he'll raise the issue. Don't complicate things by raising issues that you think are important."