

Three fast-paced programs focused on improving sales success in Prospecting, Consultative Selling and Territory Management

This program is ideal for both: Seasoned Sales Professionals (as a skills refresher program)
New Sales Professionals (as a skills development program)

MODULE 1: PROSPECTING FOR **NEW BUSINESS**



Topics covered in this program include:

- Managing the prospecting funnel,
- Analyzing a prospect's potential/opportunity,
- Penetrating new accounts through prospecting,
- Getting past the "gatekeeper(s)",
- Overcoming resistance to making cold-calls.

Program Outcomes - participants will be able to:

- Increase sales funnel activity and qualify appointments,
- Shorten the sales cycle using value-focused prospecting,
- Develop a confident and persuasive prospecting style,
- Handle resistance when dealing with gatekeeper(s),
- Target clients that have the greatest opportunity.

MODULE 2: CONSULTATIVE SELLING AND ACCOUNT MANAGEMENT



Topics covered in this program include:

- Building first contact and meeting strategies,
- Creating powerful messages to differentiate your value proposition,
- Handling objections,
- Using account management strategies,
- Following the consultative sales cycle.

Program Outcomes - participants will be able to:

- Plan and manage accounts through the entire sales cycle,
- Build long-term client relationships,
- Build effective sales calls that target client needs,
- Minimize the impact of competitive sales people,
- Minimize the impact of client objections.

MODULE 3: TIME MANAGEMENT AND TERRITORY MANAGEMENT



Topics covered in this program include:

- Managing territory and account priorities,
- Sales goal setting strategies,
- Time management tools and techniques,
- Targeting priority account strategies,
- Managing information, organizing paperwork and improving communication.

Program Outcomes - participants will be able to:

- Plan and organize the sales day,
- Develop strategies to target and penetrate prime accounts,
- Identify top priority goals and the activities required to achieve them,
- Set goals and priorities to maximize selling effectiveness,
- Minimize distractions that cause procrastination.

Typically decision-makers **HANG-UP WITHIN 15 SECONDS** of a cold-call. No matter how good a sales person is face-to-face, if they **DON'T GET THE OPPORTUNITY** they **CAN'T WIN THE BUSINESS!**

PROGRAM DETAILS

MODULE 1: PROSPECTING FOR NEW BUSINESS

MODULE 2: CONSULTATIVE SELLING AND ACCOUNT MANAGEMENT

MODULE 3: TIME MANAGEMENT AND TERRITORY MANAGEMENT

DATES (ALL TIMES ARE 9:00 A.M. TO 4:30 P.M.)

Monday January 26, 2009 Thursday March 26, 2009 Monday June 15, 2009

Monday February 9, 2009 Monday April 20, 2009 Monday June 29, 2009

Tuesday February 24, 2009 Wednesday May 6, 2009 Tuesday July 7, 2009

LOCATION Gaski Training and Development Centre - 7181 Woodbine Ave., Suite 103, Markham, Ontario

COST \$295 per participant (Group rates and corporate billing is available for participants from the same organization)
SIGN UP FOR ALL 3 SALES BOOT CAMP WORKSHOPS AND YOU CAN JOIN US IN THE INTEGRATED PROFESSIONAL SELLING WORKSHOP FOR FREE.

REGISTRATION AND MORE INFORMATION AVAILABLE AT:

www.gaski.com/perform/work/sfx.html

OR CALL: (647) 728-4321

SEATING IS LIMITED (MAX. 16 PARTICIPANTS). REGISTER EARLY.

Substitutions and transfers are allowed. All cancellations are subject to a cancellation fee. Check the on-line registration page for more details.