

Sales Mastery®

Contract Furniture Industry



*How many sales might
you lose
if you don't train?*



Reasons to Train

- *Qualify Opportunities Quicker*
- *Gain a Competitive Edge*
- *Retain Top People*
- *Increase Market Share*
- *Improve Gross Profit Margins*



Proven Results...

"Sales Mastery® was an awesome experience!! The training was very well thought out and touched on specific areas that we overlook in our day to day grind. It focused on the contract furniture industry which made it much more relevant than any other training. Thank you for re-energizing my team to sell more furniture!"

*Stephanie Bourland, VP of Sales, CIS
Knoll Dealer in Phoenix, AZ*

Get Results...

Don't leave all the positive moves to your competitors...take action now. Become valuable consultants and trusted advisors to your market.

- Actively prospect and network to keep your pipeline full
- Stop chasing bids and opportunities that go nowhere
- Proactively sell on value instead of price
- Lower defenses, earn trust and loyalty
- Enjoy higher sales volume, gross profit and income

Upon completion of this course, you will improve performance and learn new and specific skills that will reward you with greater success immediately. Gain insight, acquire more confidence, and professionalism, and win more opportunities.

Who Should Attend: Seasoned and New Sellers Looking For Fresh Ideas or Experiencing Slumps, Sales Managers and Dealer Principals Managing Teams, Designers and Project Managers Involved in the Qualifying and Sales Process, Dealers, Manufacturers, Service Companies and Other Sellers in the Industry Calling on End-users

Location: Mount Vernon Country Club, 24933 Clubhouse Circle, located in Golden, CO in the Beautiful Rocky Mountains!

Training Dates: Feb 8th, 9th & 10th 2012

Investment: \$1725 includes Training Manual and Lunches

Register Now!

Training Limited to 15 Participants



By Phone:
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By Email:
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Register Online in 'Workshops':
www.jungeassociates.com



Sales Mastery® Training Modules for February 8th, 9th & 10th 2012

Introduction and Overview

The Process and Tools

- Introduce trainers and attendees
- Identify training expectations
- Review goals of sales training
- Understand 'Why a Process?'
- Overview of Sales Mastery® Tools and Skills

Beliefs and Resilience

Manage Rejection

- Develop and maintain a strong self-concept
- Eliminate beliefs and behaviors that sabotage sales calls
- Learn how to deal with rejection, use concepts of visualization and self-talk

Referrals

Build a Strong Referral Business

- Develop networks of referral partners and sources
- Refine communication and approach
- Inspire and coach referral sources more effectively
- Increase confidence and diminish the fear of asking for referrals

Mutual Agreement and Power of Choice

Move The Sale Forward or End the Process

- Learn painless and effective methods to obtain commitments and get decisions without pressure
- Establish mutual agreements on how you will do business together
- Identify clear next steps
- Gain control of your sales calls
- Learn the value of 'NO'!

Skepticism 'The Sales

Takeaway' Obtain The Truth Without Pressure

- Powerful concepts to lower defenses and illuminate real issues
- Gain customer 'ownership'
- Obtain truthful answers
- Experience more fun, control and less resistance

Authority

Avoid Surprises, Compress Decision Times

- Unravel the decision process for complex sales cycles
- Learn techniques to identify decision makers, decision criteria and process
- Learn how to deal with decision maker stalls and coach your contacts
- Gain clarity on working with multiple and absentee decision makers

Pain and Buyer Motivation

Create Value, Gain Leverage

- Uncover true buyer motivation
- Create interest and a sense of urgency
- Focus on value instead of price
- Become a trusted advisor and consultant
- Move buyers to action

Prospecting Process

Establish a Consistent Process

- Eliminate the stigma and rejection of prospecting
- Get in the right mind set
- Avoid words and approaches that immediately sabotages the call
- Learn to prospect with comfort and consistency

The Sales Rescue

Get the Customer to Help You

- Recover from mistakes
- Generate second chances and inspire prospects to help you
- Learn how to comfortably clarify conflicting information
- Make the prospective customer look good and feel good

Investment and Pricing

Define Budget & ROI Earlier

- Learn to talk about money with ease
- Develop the skills to ask and answer questions about price and budgets
- Uncover competitive pricing and information
- Respond to pricing objections
- Clarify 'Investment' prior to proposals and expenditure of resources

Prospecting Scouting Calls

Qualify and Get Appointments

- Get past gatekeepers, live and electronic
- Develop skills to lower defenses, build instant rapport, create interest and quickly engage decision makers
- Qualify and set more appointments
- Positively work with voice mail and e-mail
- Increase opportunities in your funnel

Wrap-up

Training Highlights

- Overview of key training points
- Review how to pre-brief and debrief sales calls using the Sales Mastery® process
- Wrap-up and close session

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