

Fundamentals of Selling

One Day Workshop Agenda - Interactive Workshop for Business Owners

LOCATION: Norwood Hotel 112 Marion Street – Promenade B
DATE & TIME: March 1st, 2012. Registration is 9:00am sharp.
 Workshop begins promptly at 9:30am and is adjourned at 5:00pm.

| Time | Topics | Lead | Duration |
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| 9:00 am | Registration & Introductions | Dan | 30 minutes |
| 9:30 am | Review of Workshop Objectives: <ul style="list-style-type: none"> • Developing Your Reputation; • The Power of Geometric Growth; • Customer Profiling; • Customer Prioritization; • 7-Step Sales Strategy Process. | Dan | 10 minutes |
| 9:40 am | Developing Your Reputation: <ul style="list-style-type: none"> • The Salesperson’s Conundrum; • What do you want your reputation to be? • Tips on Effective Networking; • Develop Your Customer Value Proposition | Dan | 30 minutes |
| 10:10 am | WORKSHOP Breakout –Each participant will demonstrate his or her expertise while networking (role play). | ALL | 20 minutes |
| 10:30 am | Coffee Break | ALL | 10 minutes |
| 10:40 am | The Power of Geometric Growth: <ul style="list-style-type: none"> • Three ways to grow your business; • Identification of leverage points helps focus your output more effectively. | Dan | 20 minutes |
| 11:00 am | WORKSHOP Breakout – into groups of two or three and identify leverage points within each participant’s respective business. | ALL | 30 minutes |
| 11:30 am | Customer profiling: <ul style="list-style-type: none"> • Introduce the 20/80 rule; • B2B vs. B2C; • Why & How to Profile. | Dan | 30 minutes |
| Noon | Lunch | ALL | 40 minutes |
| 12:40 pm | WORKSHOP Breakout – Each participant will demonstrate their leadership while networking (role play). | ALL | 20 minutes |
| 1:00 pm | Customer Prioritization <ul style="list-style-type: none"> • Prioritization Strategy; • Time management; • Dream “Bs”. | Dan | 30 minutes |

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| 1:30 pm | WORKSHOP Breakout - Profiling. Each participant takes the time to describe their most profitable and desirable customer. | ALL | 40 minutes |
| 2:10 pm | Introducing the 7 Steps Sales Strategy Process: <ul style="list-style-type: none"> • Lead generation; • Selling Cycle; • Account Management (customer service). | Dan | 30 minutes |
| 2:40 pm | Coffee Break | ALL | 10 minutes |
| 2:50 pm | Optimizing the 7 Steps Sales Strategy Process: <ul style="list-style-type: none"> • Introduce the tips and techniques to help push you through the selling cycle; • Introduce the tool box or the tools required to help you succeed. | Dan | 40 minutes |
| 3:30 pm | WORKSHOP Breakout. Each participant will develop the questions required to qualify a prospect as a hot, warm or cold lead. | ALL | 20 minutes |
| 3:50 pm | WORKSHOP Breakout. Each participant will develop a questionnaire required to ask a hot prospect when meeting them face to face for the first time: <ul style="list-style-type: none"> • What do you need to know to be able to customize their needs? • What do you need to teach them? | ALL | 30 minutes |
| 4:20 pm | WORKSHOP Breakout. Each participant will prioritize their current clients and prospects. We will then roll play in smaller breakout groups the techniques they need to implement to readily identify a hot prospect and engage in the selling process. | ALL | 30 minutes |
| 4:50 pm | Workshop Summary. Next Steps if interested. Meeting adjourned. | Dan | 10 minutes |

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