



This is the "Advanced" level of the *SalesNavigation For Professionals* seminar. This seminar includes a review of the material covered in the prerequisite seminar and introduces new material in each of the three key areas -- Building Blocks, Finding Customers, and the Decision Cycle.

This seminar is most appropriate for experienced sales professionals and other front-line people where the sales cycle is complex and the solutions are usually intangible by nature. The material includes not just techniques but the attitudes and behaviors required for improving the productivity and efficiency while adding a strategic focus for your front-line professionals.

Some of the additional information presented in this seminar includes:

Building Blocks

- ⇒ Advanced Questioning
- ⇒ Framing
- ⇒ Three Ego States
- ⇒ Life Scripts
- ⇒ Building Rapport
 - ⇒ Mirroring
 - ⇒ Sensory Acuity
 - ⇒ Representational Systems
- ⇒ Self-Concept, Actualization, & Comfort Zone
- ⇒ Success Barriers
- ⇒ Lessons of Failure
- ⇒ Risking
- ⇒ Maximizing Opportunities
- ⇒ Managing Action for Success
 - ⇒ Activity Tracking
 - ⇒ Account Maps
 - ⇒ Sales Equation
- ⇒ Motivating Yourself
 - ⇒ LifeLine
 - ⇒ Inventory
 - ⇒ Dreams
 - ⇒ Mission
 - ⇒ Goals
 - ⇒ Behavior
 - ⇒ The Big Picture



Finding Customers

- ⇒ Priorities and Rating
- ⇒ Sources for Business
 - ⇒ Cold Calling
 - ⇒ Direct Mail
 - ⇒ Trade Shows
 - ⇒ The Internet
 - ⇒ Pressure-Less Referrals
 - ⇒ Leads
- ⇒ Telephone Control
- ⇒ Going Fishing!
- ⇒ Walk-In's
- ⇒ 1-2-3 Approach
- ⇒ Working with Referrals
- ⇒ The First Call

The Decision Cycle

- ⇒ Physics of Selling
- ⇒ Counter-Steering
- ⇒ SnowCards
- ⇒ Budget Issues
- ⇒ Bracketing
- ⇒ Value Equation
- ⇒ Cast of Characters
- ⇒ Patterns of Focus
- ⇒ Presentations
- ⇒ Proposals
- ⇒ Competition -- Position & Advantage
- ⇒ Using Product Knowledge
- ⇒ Stalls & Objections
- ⇒ Reaching Agreement
- ⇒ Preventing Back-outs
- ⇒ Delivery
- ⇒ The 80/20 Rule
- ⇒ Add-On's and Extensions
- ⇒ Building the Business
- ⇒ Problems and Setbacks