



Sales and Marketing

Workshop Catalog



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Introduction

The SalesPlus Approach

In order to increase results, you have to improve performance. Professional development and training is a proven way to engage and motivate people. A smarter, more engaged team positively impacts performance and positions your organization to be even more competitive and successful.

Let's be honest – if you don't have the time to motivate and energize your troops, who will? If you've run out of ideas when it comes to building enthusiasm with your team, we can help. That's where Steve and his team make things happen.

A Fresh Perspective

You want a fresh perspective with a different approach that can energize your team while you focus on more important responsibilities. We can do that. We have been doing that for over 20 years.

We have a long-standing reputation for providing professional development that's relevant and effective. Our workshops inspire positive, meaningful changes in performance – for both individuals and organizations.

About our Workshops

Steve Porcaro and 1-4-All Coaching, LLC created the SalesPlus Training Workshops to support the growth and development of business owners, professionals and teams looking to find the most effective ways to overcome obstacles, maximize revenues, and guarantee long-term success.

Workshops include:

- PowerPoint presentations
- Training manual
- Quick reference sheets
- Resources and Activities
- Certificates of completion
- Optional eLearning module



Frequently Asked Questions

1. Who can benefit from these workshops?

Our training workshops are designed to help our clients increase business success and overall profitability. Working together, we will assess your business development and training needs to create a customized training workshop program that maximizes ROI for your organization.

We have organized our program topics into five key areas:

- Sales and Marketing – intended for sales, customer service and business development teams
- Management and Leadership – intended for emerging and established supervisors
- Professional Development – intended for owners, executives, employees and self-employed
- Human Resources – intended for owners, leaders, employees and self-employed
- Workplace Essentials – intended for owners, leaders, employees and self-employed

Additional workshops available:

(Please follow the links below to download catalog with more information)

[MANAGEMENT AND LEADERSHIP](#)

Being a Likeable Boss
Budgets and Financial Reports
Coaching and Mentoring
Developing New Managers
Employee Motivation
Employee Recognition
Facilitation Skills
High Performance Teams
(Non-remote Workers)
High Performance Teams
(Remote Workforce)
Human Resource Management
Leadership and Influence
Manager Management
Middle Manager
Motivating Your Sales Team
Office Politics for Managers
Performance Management
Servant Leadership
Supervising Others
Teamwork and Team Building
Virtual Team Building and Management
Women in Leadership

[PROFESSIONAL DEVELOPMENT](#)

10 Soft Skills You Need
Assertiveness and Self-Confidence
Attention Management
Communication Strategies
Creative Problem Solving
Critical Thinking
Emotional Intelligence
Goal Setting and Getting Things Done
Interpersonal Skills
Personal Productivity
Project Management
Public Speaking
Social Intelligence
Social Learning
Stress Management
Telework and Telecommuting
Time Management
Work-Life Balance

HUMAN RESOURCES

Employee Onboarding
Employee Recruitment
Generation Gap
Hiring Strategies
Millennial Onboarding
Talent Management
Workplace Diversity
Workplace Harassment
Workplace Violence
Train-the-Trainer

WORKPLACE ESSENTIALS

Appreciative Inquiry
Basic Bookkeeping
Business Acumen

Business Ethics
Business Etiquette
Business Succession Planning
Change Management
Civility in the Workplace
Conflict Resolution
Customer Service
Delivering Constructive Criticism
Developing Corporate Behavior
Entrepreneurship
Handling a Difficult Customer
Lean Process and Six Sigma
Meeting Management
Organizational Skills
Risk Assessment and Management

2. What formats are available for training workshops?

Our training workshops can be customized to meet your scheduling requirements. All of our workshops are presented by a facilitator during a half-day, full-day, webinar, or a combination of settings.

We will work with you to determine the best format and group size to achieve your training goals and budget requirements.

3. What is my investment?

Our fees vary depending on the complexity of your training goals, preparation time, and delivering a customized program based on your needs and desired outcomes.

Similar to training, we determine executive coaching, consulting and facilitation fees by the length of engagement and format. We price consulting projects on a case-by-case basis.

Pricing notes:

- Fees quoted are for training and coaching programs offered in the continental United States
- Additional fee for travel to Alaska, Hawaii, Puerto Rico, and Canada
- All prices are quoted in United States dollars
- Onsite courses and webinars are priced "per class" and not "per participant"
- Fees do not include the facilitator's travel. For all other locations, please contact us

4. What other services do you provide?

Executive Coaching

Our coaching programs are an invaluable resource to complement and support your training programs, to ensure long-term success. These meetings can be conducted virtually or in a combined format of in-person and virtual meetings. Pricing depends on the format chosen and program length.

- Three-Month Coaching: (Up to 9 private meetings)
- Six-Month Coaching: (Up to 18 private meetings)
- Twelve-Month Coaching: (Up to 36 private meetings)

All programs include priority phone, text and email support between meetings.

Meeting Facilitation

Executive retreats, strategic planning meetings, and gatherings to address workplace change often require a skilled facilitator to craft a framework and guide discussions.

Consulting

Sometimes clients have needs not addressed by training, coaching, or facilitation. For these clients we offer consulting services. Fees for consulting depend entirely on the complexity of a project and are handled on a case-by-case basis.

Assessments

Ninety percent of all professionals who experience a slump have merely lost sight of the behavior it takes to be successful. When they are “on a roll,” they project confidence and success. In a slump, that projected behavior is unsure and careful.

Moreover, adding new team members is one of the most challenging decisions a business owner or manager has to make. An incorrect “fit” can cost more than lost revenue. It takes your valuable time and contributes to low productivity, morale, and overall success. Consequently, a good hire can be an ongoing source of growth for the foreseeable future. Our tools are designed to help you develop or hire your team quickly and efficiently.

5. What if I have more questions?

Please [contact us](#) or call 860.243.9757 to discuss how we can best help you.

The information provided in this document is intended for informational purposes only and is subject to change without notice. Information may be changed or updated without notice. 1-4-All Coaching, LLC may also make improvements and/or changes in the services, products, pricing and/or the programs described in this information at any time without notice.

Sales and Marketing

Body Language Basics

Can you tell if someone is telling the truth just by looking at them? It is a skill that a lot of people do not have. Through Body Language Basics you will be given a set of tools to use to your advantage. These tools can be utilized in the office and at home. Understanding Body Language will provide you a great advantage in your daily communications.

Body Language Basics will provide you with a great set of skills to understand that what is not said is just as important as what is said. It will also give you the ability to see and understand how your own Body Language is being seen. You will be able to adjust and improve the way you communicate through non-verbal communications.

Workshop Objectives:

- Define body language
- Understand the benefits and purpose of interpreting body language
- Learn to interpret basic body language movements
- Recognize common mistakes when interpreting body language
- Understand your own body language and what you are communicating
- Practice your body language skills

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: Communicating With Body language

Learning a New Language the Power of Body Language More Than Words
Actions Speak Louder Than Words
Case Study
Review Questions

Module Three: Reading Body Language

Head Position
Translating Gestures into Words Open vs. Closed Body Language the Eyes Have It
Case Study
Review Questions

Module Four: Body Language Mistakes

- Poor Posture
- Invading Personal Space
- Quick Movements Fidgeting
- Case Study
- Review Questions

Module Five: Gender Differences

- Facial Expressions
- Personal Distances
- Female Body Language
- Male Body Language
- Case Study
- Review Questions

Module Six: Non-Verbal Communication

- Common Gestures
- The Signals You Send to Others
- It's Not What You Say, it's How You Say It
- What Your Posture Says
- Case Study
- Review Questions

Module Seven: Facial Expressions

- Linked With Emotion
- Micro-expressions
- Facial Action Coding System (FACS) Universal Facial Expressions
- Case Study
- Review Questions

Module Eight: Body Language in Business

- Communicate With Power Cultural Differences Building Trust
- Mirroring
- Case Study
- Review Questions

Module Nine: Lying and Body Language

- Watch Their Hands
- Forced Smiles Eye Contact Changes in Posture Case Study
- Review Questions

Module Ten: Improve Your Body Language

- Be Aware of Your Movements
- The Power of Confidence Position and Posture
- Practice in a Mirror
- Case Study
- Review Questions

Module Eleven: Matching Your Words to Your Movement

- Involuntary Movements
- Say What You Mean
- Always Be Consistent
- Actions Will Trump Words
- Case Study
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Call Center Training

Phone skills are a highly valuable tool to have in an employee's skill-set, and Call Center Training will help provide those skills. This course will help your participants improve their phone skills, which will make them more confident, improve sales, and help gain new customers while retaining your current clientele. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Call Center Training will lower costs, as it can reduce turnover. Participants will learn the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential and to keep their skill-set at a high level.

Workshop Objectives:

- Define and understand call center strategies
- Identify different types of buying motivations
- Create SMART Goals
- Familiarize myself with strategies that sharpen effective communication
- Use proper phone etiquette
- Set benchmarks

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: The Basics (I)

Defining Buying Motives
Establishing a Call Strategy
Prospecting
Qualifying
Case Study
Review Questions

Module Three: The Basics (II)

Getting Beyond the Gate Keeper
Controlling the Call
Difficult Customers
Reporting Case Study
Review Questions

Module Four: Phone Etiquette

- Preparation
- Building Rapport
- Speaking Clearly - Tone of Voice
- Effective Listening Case Study
- Review Questions

Module Five: Tools

- Self-Assessments
- Utilizing Sales Scripts
- Making the Script Your Own
- The Sales Dashboard
- Case Study
- Review Questions

Module Six: Speaking Like a Star

- S = Situation
- T = Task
- A = Action
- R = Result
- Case Study
- Review Questions

Module Seven: Types of Questions

- Open Questions
- Closed Question
- Ignorant Redirection
- Positive Redirection
- Negative Redirection
- Multiple Choice Redirection
- Case Study
- Review Questions

Module Eight: Benchmarking

- Benchmark Metrics
- Performance Breakdown
- Implementing Improvements Benefits
- Case Study
- Review Questions

Module Nine: Goal Setting

- The Importance of Goals
- SMART Goals
- Staying Committed
- Motivation
- Overcoming Limitations
- Case Study
- Review Questions

Module Ten: Key Steps

- Six Success Factors
- Staying Customer Focused
- The Art of Telephone Persuasion
- Telephone Selling Techniques
- Case Study
- Review Questions

Module Eleven: Closing

- Knowing When it's Time to Close
- Closing Techniques
- Maintaining the Relationship after the Sale
- Case Study
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Internet Marketing Fundamentals

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate. The Internet is a marketer's dream come true, especially with Social Media, as you have a low cost marketing tool that can reach a large audience.

Internet Marketing Fundamentals will provide your participants with a great set of skills to market your business online. Content is the king of Internet marketing, and your participants will need to know how to utilize your great content. If you want your business to grow, then your participants need to understand Internet Marketing Fundamentals.

Workshop Objectives:

- Know how to conduct market research
- Develop a workable internet marketing campaign
- Recognize your target market
- Understand your brand
- Grasp SEO and website characteristics
- Find and capture leads

Module One: Getting Started

Housekeeping Items
The Parking Lot
Workshop Objectives
Pre-Assignment
Action Plans and Evaluations

Module Two: SWOT Analysis in Marketing

Strengths
Weaknesses
Opportunities
Threats
Case Study
Review Questions

Module Three: Marketing Research

- Consume All Media
- Finding the Right Price
- Product Development and Improvement
- Identify Your Target Audience
- Case Study
- Review Questions

Module Four: Real Time Marketing

- Dynamic Content
- Engagement Builds Followers
- Constant Readiness and Monitoring
- The Time the Place and the Media Case Study
- Review Questions

Module Five: Brand Management

- Every Interaction Counts
- Consistent Through all Media
- Unique Qualities
- Needs to be Actively Managed
- Case Study
- Review Questions

Module Six: Social Media (I)

- You are Building a Community
- A Personal Touch
- Brand Champions
- Make it Easy to Share
- Case Study
- Review Questions

Module Seven: SEO Basics

- Relevant and Original Content
- Keywords
- Value Proposition
- Linking
- Case Study
- Review Questions

Module Eight: Social Media (II)

- Content is King
- Blog and Interactive Webinars
- Constant Monitoring
- Case Study
- Review Questions

Module Nine: Website Characteristics

- SEO Optimization
- Landing Page Analytics
- Mobile and Tablet Friendly
- Case Study
- Review Questions

Module Ten: Capturing Leads

- Lead Management and Generation
- Give Something Away
- Quality vs. Quantity
- Capture Repeat Customers
- Case Study
- Review Questions

Module Eleven: Campaign Characteristics

- Tailored for Your Audience
- Use Powerful Words
- The 4 W's of a Campaign
- Monitor and Tweak
- Case Study
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Marketing Basics

Marketing is an essential element for every business. It can be that one piece of the puzzle that is missing from your business, and when it fits you see the big picture. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the base for your participants, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing positions. No matter what your product or service is your business will grow with a better understanding of marketing.

Workshop Objectives:

- Define your market
- Know the different types of marketing and ways to use them
- Learn effective ways of communicating with the customer
- Know how to set marketing goals and strategies
- Recognize common marketing mistakes and know how to avoid them

Module One: Getting Started

Housekeeping Items
The Parking Lot
Workshop Objectives
Pre-Assignment
Action Plans and Evaluations

Module Two: What is Marketing?

What is a Market? Marketing is Not Selling
Understanding Customer Needs (solving customers problems and needs)
Defining Your Product or Service
Case Study
Review Questions

Module Three: Common Marketing Types (I)

Direct Marketing
Active Marketing
Incoming marketing
Outgoing marketing
Case Study
Review Questions

Module Four: Common Marketing Types (II)

- Guerilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing
- Case Study
- Review Questions

Module Five: The Marketing Mix

- Product Price
- Promotion Place
- Case Study
- Review Questions

Module Six: Communicating the Right Way

- The Marketing Pitch
- Sell Value Not Price
- Fun and Entertaining is Powerful
- Choosing the Right Media
- Case Study
- Review Questions

Module Seven: Customer Communications

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly
- Case Study
- Review Questions

Module Eight: Marketing Goals

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate
- Case Study
- Review Questions

Module Nine: The Marketing Funnel

- Awareness
- Interest
- Desire
- Action
- Case Study
- Review Questions

Module Ten: Marketing Mistakes (I)

- Not Taking Social Media Seriously
- Not Having a USP
- Cross Cultural and International Translations
- Not Building a Relationship
- Case Study
- Review Questions

Module Eleven: Marketing Mistakes (II)

- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers
- Case Study
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Media and Public Relations

In this workshop, you will get knowledge you need to manage effectively your image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities.

Networking and public relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope, the more people know you and offer you opportunities.

Workshop Objectives:

- Network for success
- Manage “Meet and Greet” opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: Networking for Success (I)

Creating an Effective Introduction
Making a Great First Impression

Module Three: Networking For Success (II)

Minimizing Nervousness
Using Business Cards Effectively
Remembering Names

Module Four: The Meet and Greet

The Three-Step Process
The Four Levels of Conversation
Case Study (I) Case Study (II)

Module Five: Dressing for Success

- The Meaning of Colors
- Interpreting Common Dress Codes
- Deciding What to Wear

Module Six: Writing

- Business Letters
- Writing Proposals
- Reports
- Executive Summaries

Module Seven: Setting Goals

- Understanding Goals
- SMART Goals
- Helping Others with Goal Setting

Module Eight: Media Relations

- Television
- Print
- Web Presence, Blogs & the Internet

Module Nine: Issues and Crisis Communication Planning

- Gauging the Impending Crisis Level
- Providing Feedback and Insights
- How Information will be Distributed
- Tracking the Overall Effect

Module Ten: Social Media (The PR Toolkit)

- Blogs/Wikis/Podcasts
- Social Bookmarks
- RSS Feeds

Module Eleven: Employee Communications

- Verbal Communication & Non-Verbal Communication Skills
- Email Etiquette & Negotiation Skills
- Making an Impact

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Negotiation Skills

Although people often think of boardrooms, suits, and million dollar deals when they hear the word “negotiation,” the truth is that we negotiate all the time.

For example, have you ever:

- Decided where to eat with a group of friends?
- Decided on chore assignments with your family?
- Asked your boss for a raise?

These are all situations that involve negotiating! This workshop will give participants an understanding of the phases of negotiation, tools to use during a negotiation, and ways to build win-win solutions for all those involved.

Workshop Objectives:

- Understand the basic types of negotiations, the phases of negotiations, and the skills needed for successful negotiating
- Understand and apply basic negotiating concepts: WATNA, BATNA, WAP, and ZOPA
- Lay the groundwork for negotiation
- Identify what information to share and what to keep to yourself
- Understand basic bargaining techniques
- Apply strategies for identifying mutual gain
- Understand how to reach consensus and set the terms of agreement
- Deal with personal attacks and other difficult issues
- Use the negotiating process to solve everyday problems
- Negotiate on behalf of someone else

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: Understanding Negotiation

The Three Phases
Skills for Successful Negotiating

Module Three: Getting Prepared

Establishing Your WATNA and BATNA
Identifying Your WAP and ZOPA
Personal Preparation

Module Four: Laying the Groundwork

- Setting the Time and Place
- Establishing Common Ground
- Creating a Negotiation Framework
- The Negotiation Process

Module Five: Phase One — Exchanging Information

- Getting off on the Right Foot
- What to Share
- What to Keep to Yourself

Module Six: Phase Two — Bargaining

- What to Expect
- Techniques to Try
- How to Break an Impasse

Module Seven: About Mutual Gain

- Three Ways to See Your Options about Mutual Gain
- What Do I Want?
- What Do They Want? What Do We Want?

Module Eight: Phase Three — Closing

- Reaching Consensus
- Building an Agreement
- Setting the Terms of the Agreement

Module Nine: Dealing with Difficult Issues

- Being Prepared for Environmental
- Tactics Dealing with Personal Attacks
- Controlling Your Emotions
- Deciding When It's Time to Walk Away

Module Ten: Negotiating Outside the Boardroom

- Adapting the Process for Smaller Negotiations
- Negotiating via Telephone
- Negotiating via Email

Module Eleven: Negotiating on Behalf of Someone Else

- Choosing the Negotiating Team
- Covering All the Bases
- Dealing with Tough Questions

Module Twelve: Wrapping Up

Words from the Wise

Review of Parking Lot

Lessons Learned

Completion of Action Plans and Evaluations

Overcoming Sales Objections

Experiencing a sales objection can be a disheartening event. Through this course we will learn how to eliminate the objection and push through to get that sale. Overcoming objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented. The best quality services or items can be turned down, and learning how to overcome these denials will be of great benefit.

Workshop Objectives:

- Understand the factors that contribute to customer objections
- Define different objections
- Recognize different strategies to overcome objections
- Identify the real objections
- Find points of interest
- Learn how to deflate objections and close the sale

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: Three Main Factors

Skepticism
Misunderstanding
Stalling
Review Questions

Module Three: Seeing Objections as Opportunities

Translating the Objection to a Question
Translating the Objection to a Reason to Buy
Case Study
Review Questions

Module Four: Getting to the Bottom

Asking Appropriate Questions
Common Objections
Basic Strategies
Case Study
Review Questions

Module Five: Finding a Point of Agreement

- Outlining Features and Benefits
- Identifying Your Unique Selling Position
- Agreeing with the Objection to Make the Sale
- Case Study
- Review Questions

Module Six: Have the Client Answer Their Own Objection

- Understand the Problem
- Render It Unobjectionable
- Case Study
- Review Questions

Module Seven: Deflating Objections

- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study
- Review Questions

Module Eight: Unvoiced Objections

- How to Dig up the “Real Reason”
- Bringing Their Objections to Light
- Case Study
- Review Questions

Module Nine: The Five Steps

- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating Benefits
- Review Questions

Module Ten: Dos and Don'ts

- Dos
- Don'ts
- Review Questions

Module Eleven: Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Presentation Skills

This program can benefit anyone who presents; a trainer, a meeting facilitator, speaker, or seminar discussion leader. No matter which role you are assuming, this workshop will help you become more efficient and proficient with the skills of providing information to others.

Workshop Objectives:

- Perform a needs analysis and prepare an outline
- Select presentation delivery methods
- Practice verbal and non-verbal communication skills
- Knock down nervousness
- Develop and use flip charts with color
- Create targeted PowerPoint presentations
- Utilize white boarding for reinforcement
- Describe how video and audio enhance a presentation and list criteria for determining what types to use
- Enrich the learning experience with humor, questions, and discussion

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: Creating the Program

Performing a Needs Analysis
Writing the Basic Outline
Researching, Writing, and Editing

Module Three: Choosing Your Delivery Methods

Basic Methods
Advanced Methods
Basic Criteria to Consider

Module Four: Verbal Communication Skills

Listening and Hearing: They Aren't the Same Thing
Asking Questions
Communicating with Power

Module Five: Non-Verbal Communication Skills

Body Language
It's Not What You Say, It's How You Say It

Module Six: Overcoming Nervousness

Preparing Mentally
Physical Relaxation Techniques

Module Seven: Creating Fantastic Flip Charts

Required Tools
The Advantages of Pre-Writing
Using Colors Appropriately
Creating a Plan B

Module Eight: Creating Compelling PowerPoint Presentations

Required Tools
Tips and Tricks
Creating a Plan B

Module Nine: Wow 'Em with the Whiteboard

Traditional and Electronic Whiteboards
Required Tools
Using Colors Appropriately
Creating a Plan B

Module Ten: Vibrant Videos and Amazing Audio

Required Tools
Tips and Tricks
Creating a Plan B

Module Eleven: Pumping it Up a Notch

Make Them Laugh a Little
Encouraging Discussion
Dealing with Questions

Module Twelve: Wrapping Up

Words from the Wise
Review of Parking Lot
Lessons Learned
Completion of Action Plans and Evaluations

Sales Fundamentals

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making this interest concrete – something that merits spending some of their hard-earned money.

This workshop will give participants a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale.

Workshop Objectives:

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board

Module One: Getting Started

Icebreaker
Housekeeping Items
The Parking Lot
Workshop Objectives

Module Two: Understanding the Talk

Types of Sales
Common Sales Approaches
Glossary of Common Terms

Module Three: Getting Prepared to Make the Call

Identifying Your Contact Person
Performing a Needs Analysis
Creating Potential Solutions

Module Four: Creative Openings

A Basic Opening for Warm Calls
Using the Referral Opening

Module Five: Making Your Pitch

- Features and Benefits
- Outlining Your Unique Selling Position
- The Burning Question That Every Customer Wants Answered

Module Six: Handling Objections

- Common Types of Objections
- Basic Strategies
- Advanced Strategies

Module Seven: Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- Things to Remember

Module Eight: Following Up

- Thank You Notes
- Resolving Customer Service Issues
- Staying in Touch

Module Nine: Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

Module Ten: Managing Your Data

- Choosing a System That Works for You
- Using Computerized Systems
- Using Manual Systems

Module Eleven: Using a Prospect Board

- The Layout of a Prospect Board
- How to Use Your Prospect Board
- A Day in the Life of Your Board

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

Telephone Etiquette

Phone etiquette is a highly valuable tool to have in an employee's skill-set, and our Telephone Etiquette workshop will help provide those skills. This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current clientele. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Through our Telephone Etiquette workshop your participants will learn the skills to increase productivity and improve performance. This will produce a positive environment throughout your business and influence the organization as a whole. Recognizing the different skills used between inbound and outbound calls along with knowledge on how to deal with rude or angry callers makes this workshop a great investment.

Workshop Objectives:

- Recognize the different aspects of telephone language
- Properly handle inbound/outbound calls
- Know how to handle angry or rude callers
- Learn to receive and send phone messages
- Know different methods of employee training

Module One: Getting Started

Housekeeping Items
The Parking Lot
Workshop Objectives
Action Plans Form
Evaluation Form

Module Two: Aspects of Phone Etiquette

Phrasing Tone of Voice
Speaking Clearly
Listen to the Caller
Case Study
Review Questions

Module Three: Using Proper Phone Language

Please and Thank You
Do Not Use Slang & Avoid Using the Term "You"
Emphasize What You Can Do, Not What You Can't
Case Study
Review Questions

Module Four: Eliminate Phone Distractions

- Avoid Eating or Drinking
- Minimize Multi-tasking
- Remove Office Distractions
- Do Not Let Others Interrupt
- Case Study
- Review Questions

Module Five: Inbound Calls

- Avoid Long Greeting Messages
- Introduce Yourself
- Focus on Their Needs
- Be Patient
- Case Study
- Review Questions

Module Six: Outbound Calls

- Be Prepared
- Identify Yourself and Your Company
- Give Them the Reason for the Call
- Keep Caller Information Private
- Case Study
- Review Questions

Module Seven: Handling Rude or Angry Callers

- Stay Calm
- Listen to the Needs
- Never Interrupt
- Identify What You Can Do For Them
- Case Study
- Review Questions

Module Eight: Handling Interoffice Calls

- Transferring Calls
- Placing Callers on Hold
- Taking Messages
- End the Conversation
- Case Study
- Review Questions

Module Nine: Handling Voicemail Messages

- Ensure the Voice Mail Has a Proper Greeting
- Answer Important Messages Right Away
- Ensure Messages are Delivered to the Right Person
- When Leaving A Message for Others...
- Case Study
- Review Questions

Module Ten: Methods of Training Employees

- Group Training
- One-on-One Training
- Peer Training Job Shadowing Case Study
- Review Questions

Module Eleven: Correcting Poor Telephone Etiquette

- Screening Calls
- Employee Evaluations
- Peer Monitoring
- Customer Surveys
- Case Study
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations
- Recommended Reading

Trade Show Staff Training

Deciding to attend a trade show is a large investment for any company. Preparation is essential: It's better not to go to a trade show than to go unprepared. Every person in your booth is an ambassador to your company, make sure they are prepared. Trade show attendees usually plan a list of whom they're going to visit before ever entering the convention center doors, make sure you are on that list.

Make sure your staff has the right tools to succeed with our Trade Show Staff Training course. A successful trade show will benefit your company on many levels. The most basic statistic is that it can cost half as much to close a sale made from a trade show lead as to one obtained through all other means. Get your staff trained and get to that trade show!

Workshop Objectives:

- Recognize effective ways of preparing for a trade show
- Know essential points to setting up a booth
- Know the Dos and Don'ts behaviors during the show
- Acknowledge visitors and welcome them to the booth
- Engage potential customers and work towards a sale
- Wrap up the trade show and customer leads

Module One: Getting Started

Housekeeping Items
The Parking Lot
Workshop Objectives
Pre-Assignment
Action Plans and Evaluations

Module Two: Pre-Show Preparation

Prepare for Physical Issues
Developing a Great Elevator Speech
Setting up a Schedule
Connect With Attendees
Case Study
Review Questions

Module Three: Booth Characteristics and Setup

Stand Out
Create a Booth Manual/Checklist
Technology & Scout a High Traffic Area
Case Study
Review Questions

Module Four: Booth Characteristics and Setup (II)

- Signage
- Match Your Brand
- Private Area
- Focus on a Message
- Case Study
- Review Questions

Module Five: During the Show (I)

- Company Objectives
- Highlighting Your Product
- Do Something Memorable
- Social Media
- Case Study
- Review Questions

Module Six: During the Show (II)

- Classic Do's and Don'ts
- Gamification
- Walk the Floor
- Keep the Distractions Away
- Case Study
- Review Questions

Module Seven: Qualifying Visitors

- Know the Answer
- Engage With Qualifying Questions
- Body Language Listening Skills Case Study
- Review Questions

Module Eight: Engaging the Right People

- Prospects
- Time Wasters (Catch and Release)
- Press
- Competitors
- Case Study
- Review Questions

Module Nine: The Rules of Engagement (I)

- Start With an Open Ended Question
- Record All Prospect Information
- Be Specific with Your Message
- Get a Commitment
- Case Study
- Review Questions

Module Ten: The Rules of Engagement (II)

- Have a Welcoming Environment
- The Do's and Don'ts of Business Cards
- Observational Skills When Not in the Booth Case Study
- Review Questions

Module Eleven: After the Show

- Review Information and Rank Your Leads
- Follow up with Your Leads Send Information Promptly Lessons Learned
- Case Study
- Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations