

Speaking Programs & Workshops

1 State Of The Art Selling Skills (1-2 Day Program)

This workshop presents recent sales research about what's working now in the sale of professional services, and emphasizes the ability to USE this research in a variety of simulated sales conversations.

Topics covered in the classroom:

- How much time should be devoted to business development.
- What to do to maximize the likelihood that new acquaintances like you immediately.
- How best to structure conversations with new prospects.
- How to deal with multiple prospects in sales meetings.
- How to structure conversations when more than one salesperson attends a sales meeting.
- What to listen for in conversations with new prospects.
- How to listen.
- The most powerful questions to ask when you're selling.
- Developing sensitivity to differences between the way men and women communicate in selling situations.
- Understanding the components of trust – what does it take for prospects to trust you?

2 State Of The Art Closing Skills (1 Day Program)

(Prerequisite: #1 above)

This workshop presents recent sales research about what's working in closing – that is, encouraging a prospect to move to the next stage of the selling process sooner rather than later – and emphasizes professionals' ability to USE this research in a variety of simulated sales conversations in the classroom, as well as in their market area.

Topics covered in the classroom:

- How to receive, and how to deal effectively with objections.
- How and when to follow-up, including voice mail protocol.
- How to deal with questions concerning price or fees.
- How to present proposals.
- The four rules of closing.
- Fundamentals of effective negotiation.
- How to ask for business.

For more information, please contact Lenann@YouCanSell.com or call 505.828.1788.

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3 120 Day Follow-Up Program...

...conducted via e-mail, to monitor key statistical measures that correlate with successful revenue growth, and coach participants to successful sales activity.

No stand-alone speech or workshop can permanently change a wide range of selling behavior. To do that, you need follow-up – and that follow-up can be done effectively via email! Each participant is asked to submit key data on his or her business development activity every 10 business days. This data is reported in newsletters that arrive every two weeks during the 120-day follow-up period.

Goals Of The Newsletters Are These:

- To recognize business development successes.
- To remind participants of material they learned in the selling skills workshop and challenge them to use it.
- To expand understanding of what's working now in selling beyond what was covered in the classroom, by reporting on new research and writings about what's working now in selling professional services.
- To motivate continued focus on business development for the next two weeks.

In addition, most organizations choose to have participants receive an e-mailed “Sales Tip” from recent sales research or writings on the topic every business day during this near-six-month program, to keep the focus on developing relationship building and selling skills over an extended period of time.

This program encourages the forming of new habits when reaching out to new prospects, a way to systematically follow up on leads, and information about specifically how to close business, with support on the actual selling situations that most challenge your team.

Other Programs Available Include:

- Prospecting Skills
- Videotaped Sales Coaching
- Executive Coaching
- Positioning (determining the most powerful, provocative messages you can hope to deliver to your prospects)
- Gender Differences in Communication
- Time and Task Management
- Developing and Managing a Sales Pipeline
- Negotiating Success
- Assertiveness for Women
- Effective Sales Management
- Maximizing your Marketing Effort
- Sales Blitz (a contest for setting appointments with decision makers by telephone)
- Networking Skills
- Maximizing the Value of Trade Shows