



“NAIL IT” WIN STRATEGIES™



THE BEST STRATEGY WINS

100% Win Ratio! Is it possible? How close would you like to come to achieving it? This five step win strategy will move you closer.



FIELD BRANDING
SERVICES INC.

CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD



“NAIL IT” WIN STRATEGIES™

1-DAY WORKSHOP

Bring your “must win” sales opportunity to this workshop. Leave with the confidence that you have a strategy superior to your competitors. Apply an insightful five-step strategy that will ensure you align your solution to the impact your buyers care about.

PREREQUISITES:

Completed opportunity profile representing a qualified opportunity that is forecasted to close within 30 to 60 days. Not yet proposed.

COURSE OBJECTIVES:

- Win current your sales opportunity by creating and executing a strategy that positions your offering as the best solution.
- Position your offerings inside your buyers world.
- Define a battleground that you alone can win on.

KEY LEARNING TAKE-A-WAYS

- 5-Step Win Strategy
- Storyboard Winning Presentation
- Objection Strategies
- Danger Zones



WORKSHOP OUTLINE

INTRODUCTION TO THE 5-STEP WIN STRATEGY

OVERVIEW OF DECISION DYNAMICS

OPPORTUNITY REVIEW (DANGER ZONES)

WIN DYNAMICS

WIN CRITERIA

MESSAGE REFINEMENT

PROOF

ACTION PLAN

APPROPRIATE CLASS SIZE: 6 TO 12 PARTICIPANTS DEPENDENT ON SELLING SCENARIOS (TEAM VS INDIVIDUAL EXERCISES)

WHO SHOULD ATTEND: Sales professionals with active deals in their pipeline

WORKSHOP DESIGN:

Facilitated individual or group exercises that follow a win strategy process.



CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD

Companies who understand the tremendous impact their customer facing employees have on their brand are investing in field branding initiatives. Companies leverage the programs from DNA Field Branding to build processes that create better conversations. Since those conversations are happening every day, the IMPACT is immediate. The greatest impact is in sales revenue. For more information please contact us at: info@dnafieldbranding.com



DEAN SCHANTZ

CEO, DNA Field Branding Services, Inc.

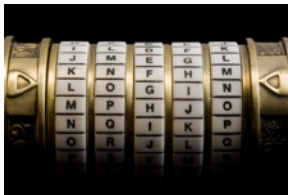
A recognized expert in the sales training arena, Dean has an outstanding record of achievement in product positioning, sales training, coaching and new business development. His extensive professional experience includes posts of Senior Consultant, Director of Corporate Education, Director of Worldwide Sales Training, and Sr. Manager of Business Development. He has also held titles of Corporate Account Manager, Product Marketing Manager, and Channel Manager. Dean has inspired the sales and marketing teams of some of the top Fortune 500 companies reach new heights in their business communications with engaging and unforgettable stories and messages, leading to winning results. Dean's naturally innovative and interactive approach will bring out the creative best in your company. This helps you leverage new business opportunities, make the most of your channels, and effectively increase your market space through dynamic messaging.

STRATEGY SERIES:



MESSAGING FOR A DECISION™

This two-day skills training course will take you on a journey that will forever change the way you tell your story. Yes! Selling can be fun once again. Learn to deliver your sales content from your buyers' point of view. Align your distinction with the impact your buyers want to create.



CRACKING THE CODE™

Two-day facilitated workshop for positioning new or existing products. You learn a process to give direction and uniformity to the messages that support your brand and your specific product offerings. The objective of this effort is to have your buyers think about your solution in a specific way.



COACHING-CHANGE HAPPENS HERE!™

One day coach the coach workshop, designed to assist sales managers with a critical element of successful leadership. You learn a coaching process that helps you identify coaching opportunities and prescribe corrective actions.



SEVEN SALES TRAPS & HOW TO AVOID THEM™

One day workshop/Webinar series. A look into the most common pitfalls sales professionals encounter as they lead their buyers through a sales process.



STORY MATTERS™

2-hour keynote speech that introduces the audience to the influential power they possess when they can tell their story through the lens of their audience.



THE MISSING LINK™

One day workshop. Where messaging meets methodology. A closer look at how messaging plays a critical role in every step of the sales process.