



“SEVEN SALES TRAPS” AND HOW TO AVOID THEM™



Recognize the most common pitfalls sales professionals encounter and learn how to avoid them with the best strategy and the right words.



FIELD BRANDING
SERVICES INC.

CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD



“SEVEN SALES TRAPS

(AND HOW TO AVOID THEM)™

1-DAY WORKSHOP OR WEBINAR SERIES

Prospecting - Qualifying - Presenting - Negotiating - There are common mistakes sales professionals make throughout these stages that have a negative impact your overall effectiveness.

- You can't convert prospects into qualified buyers.
- You spent months working on an opportunity that was never yours to win.
- Your buyers' only criteria is price.
- You do your best negotiating with your sales manager.

This is an ideal workshop for sales managers who would like to become better coaches for their teams.

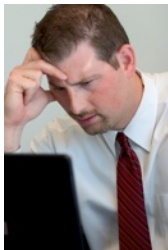
COURSE OBJECTIVES:

- Identify the trap
- Practice avoidance
- Improve your game plan

KEY LEARNING TAKE-A-WAYS

Learn what to say and what not to say at critical junctures in your sales cycle.

Leave the workshop with a strategy supported by new techniques.



WORKSHOP OUTLINE

IDENTIFY FIRST TRAP

DETERMINE CAUSE

DISCUSS AVOIDANCE STRATEGY

PRACTICE TECHNIQUE

REPEAT FOR EACH OF THE REMAINING SIX TRAPS

REVIEW BEST PRACTICES

APPROPRIATE CLASS SIZE: 20 ATTENDEES FOR CLASSROOM ENVIRONMENT. WEBINAR UNLIMITED. PRICE IS BASED ON # OF ATTENDEES.

WHO SHOULD ATTEND: Sales Professionals, Account Managers

WORKSHOP DESIGN:

Facilitated group exercises that offers hands-on practice with new techniques.



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.



NAIL IT! SEVEN STEP WIN STRATEGY™

One day workshop designed to move current sales opportunities to a successful completion through the development and execution of a superior win strategy.



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.