



THE MISSING LINK™



Where messaging and methodology meet.
A closer look at how messaging plays a critical role in every step of the sales process.



FIELD BRANDING
SERVICES INC.

CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD



THE MISSING LINK™

1-DAY WORKSHOP

In this hands-on workshop you create the conversations that move your buyers to buy. Every stage of your sales process requires some form of communication. Whether you are sending an email or leaving a voice mail, these are magic moments that can build momentum or derail the sale.

You will leave this workshop with an inventory of compelling messages that support each stage of your sales cycle.

COURSE OBJECTIVES:

Improve effectiveness of your sales process through better messaging.

KEY LEARNING TAKE-A-WAYS

Right message content for each stage

Delivery techniques and best practices

Coaching Feedback



WORKSHOP OUTLINE

SALES PROCESS REVIEW

WHERE MESSAGING MATTERS

PROSPECTING - MESSAGE DEVELOPMENT & REFINEMENT

QUALIFICATION - MESSAGE DEVELOPMENT & APPLICATION

PRESENTATION - MESSAGE DEVELOPMENT & SIMULATION

NEGOTIATION - MESSAGE DEVELOPMENT & TECHNIQUE

PARTICIPANT REQUIREMENT: Notebook computer, wireless capability

APPROPRIATE CLASS SIZE: 20 ATTENDEES

WHO SHOULD ATTEND: Sales and Marketing Professionals

WORKSHOP DESIGN:

Facilitated group exercises and real world simulations.



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.



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.



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.



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.