

PROGRAM DESCRIPTIONS

THE ART OF PROSPECTING

Skeptics say that prospecting is dead. It's not. And it never will be. True, the old way of selling is dead and gone forever, but prospecting continues to be the foundation of all successful businesses and salespeople.

Many in sales complain about prospecting. Even you may not enjoy it. That can change in minutes with the right strategies and tools for success. During this power-packed program, salespeople will learn the very same top prospecting strategies that Steve has refined from over 30 years of selling experience. Your team will:

- Meet "Hector the Prospector," and explore why he's still around.
- Learn why prospecting is, and always will be, the foundation of sales success.
- Discover where to find prospects to keep the sales pipeline full!
- Determine the most efficient communication tools available to enhance prospecting efforts.
- Learn why the principles of sowing and reaping still apply today.
- Gain a sure-fire, simple way to track sales activity for increased results.

*Enroll yourself and your team into **The Art of Prospecting** now and begin your journey to sales and prospecting success!*

THE ART OF ORGANIZATION

Does your sales team need a serious system for success? The thought of trying to "organize it all" can leave anyone feeling overwhelmed and exhausted. Many salespeople, lost in piles of stuff, simply don't know where to start.

It's a well-known fact that the most successful salespeople have a system to stay organized. What's not as well-known is how to get – and stay – organized for maximum results. In this interactive program, Steve draws from over three decades of experience to simplify the process and provide the proven organizational and time management strategies your team needs to improve results and increase the bottom line. After this program, your team will be able to:

- Recognize the biggest daily time wasters and permanently eliminate them!
- Understand the three most important activities to focus on each day to dramatically improve results.
- Incorporate the 3 Ps (Steve's special strategies for dramatically increasing productivity) into each and everyday.
- Answer the two most important questions salespeople must ask each day to support and preserve their confidence.
- Create an "Ultimate Week" that will enhance focus and increase productivity!

*Enroll yourself and your team into **The Art of Organization** now and bolster confidence, eliminate time drains, and enhance focused results for greater accomplishments!*

THE ART OF THE SMART . . . PHONE

Your sales team is hearing it time and time again, the telephone is a great prospecting tool; they just don't have the best strategy implemented and aren't comfortable enough with their approach to each call. They may even be hiding in written communication via email and social media because they experience call reluctance. Avoiding the telephone will result in a serious lack of sales. During this dynamic session, Steve will share the top telephone tactics that he has developed, implemented, refined and personally tested during more than 1,000,000 (yes, that's one MILLION!) telephone calls and 30 years of experience. Through this program, your team will:

- Understand why they experience "Call Reluctance" and the best way to eliminate it.
- Learn the single best "Phone Approach" that separates your team from the competition in seconds.

- Discover how to get . . . and stay . . . out of "voicemail hell."
- Create a powerful "Unique Message" that captures the attention of any prospect.
- Begin to quickly and easily engage their target audience by asking the "right" questions.
- Learn how to motivate prospects to call them back!
- Comprehend why it's best not to try to overcome objections and how Steve's "Formula for Success" can increase each team member's close rate.
- Master the single best closing technique to transform results and drive more sales.

*Enroll yourself and your team into **The Art of the Smart . . . Phone** now and overcome call reluctance with a powerful approach, unique message, and Steve's personal blueprint for sales.*