

The MASTERS Of Success

Doug Dvorak Author Speaker Consultant

Sales Excellence Workshop "Managing For Sales Success ®"

Services Description:

Doug Dvorak offers an interactive process for sales professionals to discover their natural talents and how to overcome potential roadblocks to sales success. Every individual has a unique selling style that sets them apart. This interactive process allows the individual to focus on and develop their strengths, while identifying potential weaknesses through Doug's sales self-development plan. Immediately, sales professionals can complete the process and start implementation for sales success.

Doug's customized program focuses on selling techniques that are used throughout the sales process, from creative prospecting, to developing customized value propositions, to first impressions, to demonstration, to closing. In prospecting, it is imperative to understand the different types of clients you will encounter and what selling techniques will work best for them. Some clients are going to want all of the facts and supporting data and may take a long time to make a decision to move forward. Other clients will want to know how the product or service will benefit the organization and may even make a decision without hearing the entire presentation. When dealing with demanding situations, sales professionals need to be able to adapt their selling techniques and style to match the client's needs. After all, the golden rule has changed to, ***"Treat others how THEY want to be treated."***

In order to adapt to a client's needs, a sales person must first understand his or her own selling style. Which selling techniques come naturally, and which one is a challenge? How does he or she naturally tend to handle objections, make decisions, pay attention to details, and how fast does he or she move through a presentation? If a client does not handle these items in the same manner, a communication breakdown is likely to occur. To avoid the breakdown, you will want to choose a different selling technique.

In addition to selling styles, properly managing an organization's sales talent can be a key competitive advantage in today's workforce. It will lead to higher productivity, job satisfaction, increased morale and decreased turnover. All of these factors can contribute to a healthy increase in the organization's return on investment and are addressed in this customized sales training program.

Sales professionals tend to be goal oriented and results driven. Through sales coaching and the use of Doug's sales assessments, individuals learn how to satisfy their natural motivators and to behaviorally adapt their sales style to target the communication needs of their clients. As a result, sales will increase and job satisfaction rises.

The Managing For Success® Sales report (MFS) is designed to help sales people attain a greater knowledge of themselves as well as others. The ability to interact effectively with people may be the difference between success and failure in our work and personal life. Effective interaction starts with an accurate perception of oneself. The MFS Sales™ report quantifies information on how we see ourselves and presents this self-perception in a detailed computer report.

Results and Benefits of the MFS Sales Report:

- Helps spot winners and establish a reliable method of choosing sales people.
- Evaluates the performance of both new and existing sales people.
- Shows the sales manager how to get the most out of the sales team.
- Provides coaching for the sales team for maximum results.

The assessment also looks at six areas of the sales process and helps select the sales person that best fits the present needs of the company:

- Prospecting
- First Impressions
- Qualifying
- Demonstration
- Influence
- Closing

Once the results are received, sales skills development can be tailored to the different needs of each sales person and organization. When sales people understand themselves and their prospects, communication becomes more effective. Therefore, sales productivity and performance increase. The information given in these assessments will enhance the sales development process for any organization.

Duration:

Half-day abridged version is delivered in a 3-4 hour format. Complete version may be delivered in a 6-8 hour format.

Equipment Required:

LCD projector and screen

Table

Wireless lavalier microphone

The program can be customized for any event including:

Breakout Sessions

Breakfast / Lunch / Dinner Events
Sales Meetings
Management Conferences
Corporate Retreats
Special Events

Program Fee:

\$3,500.00

Travel expenses billed separately

We look forward to working with you and your organization.

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