

# Do you want sales training, or *sales results*?

Over the years, I've learned that my clients don't want ordinary sales training. They know a few new tips and techniques won't cut it in today's market. What they need is a strong sales system that can be honed and reinforced. With that in mind, I've weaved together the material from my books and seminars into **a one year sales improvement action plan**. It's designed first to teach and reinforce the basics of the selling process, and then take them to the next level – growing good producers into super-star salespeople. Here's how it works:

## ACTION STEP #1

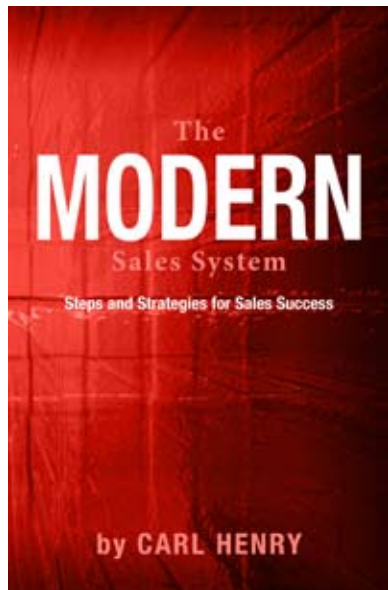
We start off by analyzing your existing staff with scientifically-proven online sales and sales management assessments. These profiles are crucial to my training, and your success, because they answer the key questions around every individual producer and manager:

- How they sell?
- Why they sell?
- Can they sell?
- And, *will they sell for you?*

The insights revealed in the assessments, which I'll go over with you during a personal consultation lay the groundwork for the rest of my coaching by showing where each member of your team is strong and how they can be more effective in sales.

## ACTION STEP #2

Shortly after the assessments, I present **The MODERN Sales System**. This program, which has been used successfully by thousands of top producers around the world, teaches understanding – and control – of the selling process. Every successful sale follows a logical and predictable pattern. It has a beginning, a middle, and an end. By understanding how and when to deal with these steps, salespeople can approach their work in a focused, organized way. They'll also learn the backbones of any strong sales career – like prospecting, qualifying, using product knowledge and identifying personality styles, to name a few.



## ACTION STEP #3

Immediately following the MODERN selling kickoff program, I teach **52 THINGS Every Sales Managers Need To Know**, which includes:

- Discussing how to select & motivate superior sales performers
- Reviewing the results of your sales team's assessments, so you know who you have
- Benchmarking the sales position, so you know exactly what personnel you need
- How to implement & customize The MODERN Sales System
- Reviewing twelve refresher modules – written specifically so that you can reinforce the MODERN System with your staff



## ACTION STEP #4

After six months, I return to deliver **The Five POWER Presentation Steps**. Presenting to groups is not a skill apart from selling – *it's subtle selling in a not so subtle way*. Why limit yourself to working with one or two prospects at a time, when you could just as easily reach ten or twenty? Besides, selling to groups isn't just more efficient, it's a necessary skill. More and more companies are relying on committees to make decisions, meaning that any serious salesperson needs to be able to work with several customers at once. In this program, they'll learn how to give effective presentations that don't just entertain – they sell. In order to make the biggest sales, producers have to be good at working with groups. After this program, they will be.

## ACTION STEP #5

And finally, after another six months, we wrap up with **15 Hot Tips That Will Supercharge Your Sales Career**. Packed full of tips and advice I've gathered for more than twenty years, this presentation is all about the 'everything else' in sales – the bits of knowledge and wisdom that stand between a top performer and a superstar. Touching on everything from motivation and goal-setting to negotiating and continuing education, it makes the perfect follow up to the methods laid out in the first two sessions.

By holding the programs six months apart, your sales force can get the benefit of a year's worth of proven sales training and advice. Best of all, it's arranged in a way that reinforces the principles and techniques along the way, so you get the maximum benefit where it matters – **bottom line sales growth**.



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