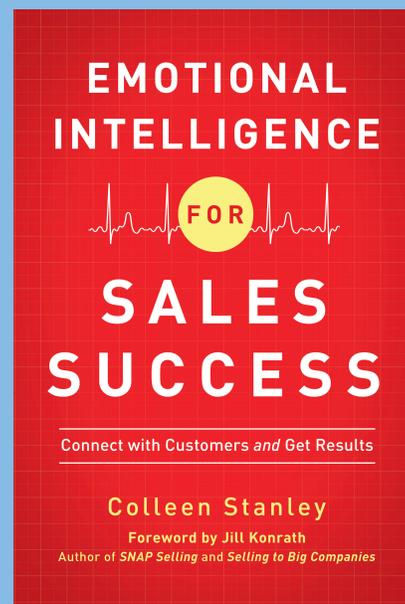


HERE'S A REALITY CHECK

Sales organizations are facing the same selling challenges as 20 years ago!

- Sales team is selling on price, not value — even when you offer a superior product and service.
- Missed sales forecast because sales pipelines are full — of unqualified prospects.
- Inability to gain access to the right decision makers. Wasting time writing *'practice proposals.'*
- Offering solutions too soon. Product dumping even after the sales team has attended a formal training course.



IT'S TIME FOR A NEW PERSPECTIVE

It's time to integrate emotional intelligence skill training and consultative skill training.

IT'S TIME FOR E*i* SELLING®

E*i* Selling® is a powerful sales training approach that produces predictable and sustainable sales results.



SalesLeadership

www.salesleadershipdevelopment.com

SalesLeadership, Inc. • 355 Union Blvd. • Suite 300
Lakewood, CO 80228 • 303.708.1128

Ei SELLING® BOOT CAMP

A roll-up your sleeves, interactive, real world sales training workshop.
Learn selling tools and tactics that can be applied immediately.

“I ended up with the **#1 team** within the entire company by using the Ei Selling® methodology and was **promoted** to VP of Sales for the Mississippi Valley Region.”

VP of Sales, Distribution Company

DAY 1 WORKSHOP

8 a.m. – 4:30 p.m.

Emotional Intelligence For Sales Success

Most salespeople know what to do. However, In tough selling scenarios, **emotions start running the meeting rather than effective selling and influence skills**. Emotional intelligence training bridges the knowing and doing gap to help salespeople consistently execute hard selling skills. Learn why EQ is the competitive advantage for sales organizations.

Business Development – Converting Contacts To Clients

Salespeople learn how to create value propositions that **emotionally connect with prospects and create a clear differentiator from the competition**. Participants walk away with a proactive business development plan to insure a full sales pipeline of qualified opportunities. Learn the power of delayed gratification in creating sales results.

Managing Expectations – Creating Partnerships-- Not ‘Vendor-ships’

Learn how assertiveness and self-regard help salespeople **position themselves and the company as partners not vendors**. Salespeople learn how to set expectations for a consultative sales meeting instead of a product dump meeting. Eliminate chase mode, vague next steps and second meetings with unqualified prospects.

DAY 2 WORKSHOP

8 a.m. – 4:30 p.m.

The Prospect’s Story – The Sales Street Journal

It’s the end of the month and the sales forecast looks good until you really dig into the salesperson’s pipeline. The pipeline is full of unqualified opportunities. In this powerful workshop, salespeople learn the 10 best qualifying questions that eliminate practice proposals. Participants learn **how empathy, reality testing and impulse control improve their ability to ask tough questions and great questions**.

Decision Tree – How and Why Companies Make Decisions

Top salespeople know how to leverage their interpersonal skills and problem solving skills **to gain access to the elusive decision makers**. Avoid getting stuck with non-decision makers. Participants learn the DISC communication model and how to sell and connect with different personality styles.

Included in the two-day boot camp:

- Emotional Intelligence Assessment
- DISC Assessment
- Assessment review with Ei Selling® Coach.
- Book – Emotional Intelligence For Sales Success
- Book Study Guide – A sales management tool for reinforcing soft and hard skills
- Templates – Value proposition, call debriefing, pre-call planning
- ‘Take 10 Program’ – An eight week self-study course
- Breakfast and lunch both days

“I just won a **project** worth over \$200k in **revenue** using the prospecting techniques taught during the Ei Selling® program.”

Producer, Property and Casualty

2019

Ei SELLING® PROGRAM CALENDAR



SALES WEBINARS

11 a.m. - 12 p.m. MST

January 14 Converting Contacts to Clients

How you start a conversation is how the conversation will progress and end. During this webinar, salespeople learn how to engage prospects quickly through better messaging statements. (Cold calls, email, voicemail).

February 11 Prospect's Story – Part 2

Participants learn how to ask more questions and better questions. Learn the soft and hard skills needed to move beyond the prospect's presenting problem.

March 11 Time Management and Sales Success

Time is finite. In this webinar, participants learn how to leverage one of their most valuable resources — time. Learn how to gain one hour back each day by avoiding distractions and time wasters.

April 8 Emotional Intelligence, Empathy and Objections

Empathy is one of the most powerful selling skills in sales. However, it is often misunderstood or applied. In this webinar, salespeople learn how to use empathy to emotionally connect with prospects and customers to uncover the unspoken objection.

May 13 Quantifying the Cost of the Problem

Price is an issue, it's not the issue. Learn how top salespeople decrease price objections, stalls and status quo.

June 10 Building Trust and Rapport – NLP

In this webinar, salespeople learn how to communicate in a manner in which their prospects and customers like to receive information. Accelerate trust and likeability in the first five minutes of a sales conversation.

July 8 LinkedIn or LinkedOUT

Learn best practices combining knowledge gained through DISC training and value proposition training to open up new sales conversations. Position yourself as a value-added solution provider... not a sales stalker.

August 12 Negotiation Skills 101

Salespeople end up in "is this the best you can do" conversations because they haven't learned the mindset and skill set to create win-win sales conversations. Learn how to set the tone to be treated as a partner, not a vendor.

September 9 Beliefs, Attitudes and Optimism

Research shows that optimistic salespeople outperform their pessimistic peers. Learn how self-limiting beliefs directly affect sales outcomes.

October 14 Major Account Selling

Learn how to identify, connect and sell to multiple decision makers. Combine people data, DISC, with business drivers to close more opportunities.

November 11 Unseating the Incumbent

Discover how to apply proven strategies to unseat the existing vendor. Avoid the top three mistakes made when selling against the incumbent.

December 9 Building and Leveraging Referrals.

Research shows that warm introductions decrease sales cycles and increase close ratios by as much as 50 percent. Learn how to build a mini-sales team by leveraging clients and/or referral partner introductions.



Ei SELLING® BOOT CAMP

8 a.m. - 4:30 p.m., both days

- February 5 - 6
- May 7 - 8
- October 1 - 2



Ei SALES MANAGEMENT® 'TAKE THE LEAD' WORKSHOPS

- Training & Coaching Skills
- Hiring Top Sales Talent
- Managing Results, Not Excuses
- Scaling Revenues

Please call 303-708-1128 for more information.



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