

Ei Selling® BOOT CAMP

Start with the two-day, roll-up-your-sleeves workshop. You will leave with tactics and tools that can be applied immediately!

Day 1 Workshop

8:00 a.m. – 4:30 p.m.

Emotional Intelligence For Sales Results



Stop the madness! Discover why more sales skill training won't help you hit your revenue goal. (Does that sound crazy coming from a sales training firm?) **Emotional intelligence bridges the 'knowing and doing gap.'** You know what to do; what's the real reason you're not doing it?

The Five Competencies of Business Development: Plan Your Work and Work Your Plan



It's not who you know....it's who you contact. Business development is like a well designed financial portfolio. You need to be clear on your goals, be willing to do what it takes to reach the goals, and have a plan with success benchmarks. Participants develop a proactive prospecting plan that guarantees full sales pipelines with the right type of prospects. **Learn the power of delayed gratification in achieving your sales results.**

Managing Expectations: 'TEEING UP' the Sales Meeting

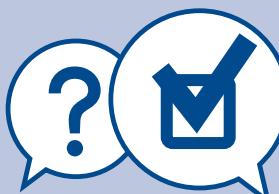


Many sales training firms live by the mantra, "Buyers are Liars." Ei Selling® doesn't subscribe to that mantra or thinking. Buyers are just tired of high pressured salespeople who are still taught to overcome the objection three times and never take no for an answer. As a result, they end up in chase mode, fuzzy next steps, and long sales cycles. **Learn how assertiveness and self regard help salespeople set-up partnerships not "vendorships."**

Day 2 Workshop

8:00 a.m. – 4:30 p.m.

The Prospect's Story: The Sales Street Journal



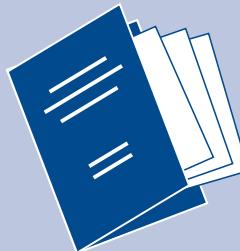
Salespeople have finally learned to ask questions. The problem is they don't listen to the answer and start presenting solutions. Increase close ratios 50% by asking smart, impact questions. Quantify the cost of the problem or opportunity to better qualify or disqualify. **Discover how empathy, reality testing and impulse control create compelling conversations not just another sales meeting.**

Decision Tree: How and Why Companies Make Decisions



Strategies and techniques are covered to identify decision makers, decision criteria and the decision process. The focus is uncovering who the key decision makers are and how the person and/or company buys. **Discover how your 'buying style' can be an obstacle in closing business. Eliminate getting stuck with non-decision makers by learning strategies and tactics to identify and meet all the buying influences. Top salespeople know how to leverage their interpersonal skills to gain access to the corner office.**

Checkbook: Corporate and Personal



How many salespeople have asked a prospect to share their budget only to hear, "We're not sure...just put something together." However, when the proposal is presented, the message changes to, "This is too much." Sales teams waste thousands of hours writing up recommendations to prospects that are not willing or able to invest in their product or service. **Discover how soft skills help you get paid what you are worth.**