



## **GENERAL SALES TRAINING COURSES & COACHING**

<b>Program</b>	<b>Program Length</b>	<b>Program Focus</b>
Sales skill assessment	½ to 1 day	We have identified 32 areas of selling skills in our proprietary Sales Skill Development <sup>®</sup> program. In a pre-program assessment, we work with you to design the components most relevant and necessary for your sales execs or individual coaching.
Fundamentals of Selling – Sales Skill Development	1 to 2 days	Getting the basics down is key to selling success. For new or otherwise inexperienced salespeople there are many areas that are fundamental to selling – and many ways to begin improving. We have identified 32 areas of selling skills in our proprietary Sales Skill Development <sup>®</sup> program. In a pre-program assessment, we work with you to design the components most relevant and necessary for your sales execs or individual coaching.
Hi-Performance Prospecting & Qualifying	Half-day	Your time is valuable and limited, and it is imperative that you spend it with only those prospects that have the potential to become clients. Key to effective selling is the ability to identify qualified prospects and to move them quickly and efficiently through the sales cycle. This program hones the skills required to both find the right types of prospects and then to thoroughly qualify them to determine the likelihood of sales success.
Effective Territory Management	Half-day	Managing and mining a sales territory is much like managing and mining your own business. This program will help salespeople learn the art of creating territory business plans that really get used.



**THE COLLABORATIVE**  
*Innovating Business Growth  
Through Real World Experience*

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Effective Time and Territory Management	Half to full day	Our unique approach to this subject starts with the premise that effective time management is really rooted in <i>self</i> -management. We discuss priority setting – corporate, departmental and personal, how to say “no” or “yes” more appropriately, how to delegate when appropriate and possible, communication, and how behavioral style impacts our approach to time. We then discuss how knowing these concepts and understanding yourself better (behavior style) leads to more successful territory management. This includes the “Effective Territory Management” training (above).
Behavioral Selling	Half–day	Ever been taken completely by surprise by a client or prospect? Or been unable to close a new client because you just couldn’t “get through” to them? Understanding what makes people tick is the key to developing profitable, long-term relationships. This program gives sales professionals the tools they need to take full advantage of behavioral selling and relationship-building techniques with prospects and current clients alike. Includes a DISC behavioral assessment of each program participant and training on understanding the behavioral style of prospects.
Internal Selling: Getting Results Inside Your Organization	Half-day	Do you know exactly what your firm needs to do to achieve maximum results? Can you convince your management team and colleagues of this? Internal selling – clearly and specifically stating your objectives and getting the response you seek from your organization – is a skill successful business people must master. This program will provide you with a clear path forward for making your case & getting results.
Developing a Client-centric Organization	Full-day	How different would your organization be if everyone thought like a salesperson? If everyone put the client first – no matter what? Would you still have some of the issues and difficulties you deal with now? Create an organization that puts your clients at the center – for a change!
Turning Service People into Sales People	Full-day	In this fast-paced, competitive environment who doesn’t need to know how to “sell”? Arm all of your service people with the tools they need to become another sales avenue for you.

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The Art of Presenting Your Products and Your Firm	Half-day	Every presentation has the potential to be a high-impact sales experience – or it can fall flat and fail to move prospects through the sales cycle. Effective presentations are dependent on excellent planning and the ability to “match” your presentation appropriately to the audience and their needs. This course will share the secrets of preparing and delivering superlative presentations and using presentations to close business.
Creating a Sales Culture	Full-day	Everyone in your organization should be comfortable acting in a sales capacity. This program will help you define what a sales culture is, what your sales story is and how to talk and act like a sales agent for your firm.
The Art of Presenting Software	Half-day	Demonstrating or presenting software can be a high-impact sales experience – or it can fall flat. Key to sales success is the ability to pre-plan and take a fresh approach to each sales situation. This course shows you the secrets behind preparing for the presentation and using the presentation to achieve the highest-impact gain. The skills learned in this course are easily transferable to other sales or client service presentations.