

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MASTERING PROFESSIONAL SALES® (MPS)

Mastering Professional Sales provides the tools and the training to make the shift from transactional selling to the *Relationship Selling Process*®. Each two to three hour session enables participants to focus on *Matching* your company’s *Unique Value Proposition* with your customer’s *Dominant Buying Motives*.

Session One – **Finding the Brilliance in What You Do**

- Before They Can “Buy From You”, They’ve Got to Buy You
- Selling Yourself on Selling Yourself
- Unique Value Proposition + Dominant Buying Motive = Sales

Session Two - **Leveraging Centers of Influence**

- Mastering Relationship Mapping
- Developing Centers of Influence (COI)
- Ten-Step Referral Sequence

Session Three – **Networking**

- Engineering Your Sales Network
- How To Work a Room
- Networking Tool Kit

Session Four – **Qualifying**

- Qualifying the Candidates
- Contact vs. Candidate
- I-FACTOR

Session Five – **Discovering**

- Questioning and Listening For A Successful Sale
- Selling, Not Telling
- Strategic and Tactical Questioning

Session Six – **Matching**

- Focusing Your Services on the Clients Needs
- The FABRE Filter
- Stop Me Before I Lose the Sale

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MPS (continued)

Session Seven – **Resolving**

- Converting Stalls to Objections
- Objections – Solidifying Trust and Providing Solutions
- The Total Offer Approach and Techniques for Overcoming Objections

Session Eight – **Opening**

- Opening out sells Closing 5 to 1
- Buying Signs and Indicators
- Opening Methods

Session Nine – **Retaining**

- Service Excellence – The Best Sales Strategy
- Providing Quality Product and Services
- The G-R-O-W-S- Formula

Session Ten – **Growing**

- Positive Cross-Selling, Up-Selling and Team-Selling
- Overcoming Customer Hand-Off Anxiety and Fumbles
- Up-Selling: What Is It & How Do We Do It Effectively?

Session Eleven – **Nurturing**

- Going the Extra Mile for the Client
- Keeping Continual Consistent Communication
- Follow-up and Follow-Through

Session Twelve – **Negotiating Success**

- Marketing Negotiations
- The Negotiation Model
- Tactics for Win-Win Outcomes

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MPS (continued)

Session Thirteen – **Goal Setting**

- Formulas for Sales Success
- Setting and Managing Your SMART Goals
- Five Step Goal Setting Process

Session Fourteen – **Time Management Skills**

- Theft is a Crime – Catch the Time Thieves (self assessment)
- Effective Personal Management
- The L.E.A.D.S. Method

Session Fifteen – **Balance on Life’s Superhighway**

- Personal and Professional Mastery
- The Five Wheels
- Balanced Life Action Plan

Session Sixteen – **The Compressed Selling System**

- Scoring from the Red Zone
- Systematically Implementing the Relationship Selling Process
- Keeping on Track by Keeping Track

Session Seventeen – **The 12 Steps to a Sales Culture**

- Sales Culture – The Management Seminar
- Identify the 12 Steps to Achieving a Sales Culture
- Implementation – Taking the Next Step Towards Your Organization’s Success

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

Mastering Professional Leadership® (MPL)

Each MPL module represents Leadership Development Training for new and seasoned leaders at all levels within an organization. Each module represents a two to three-hour training session for a target audience comprised of up to twenty participants.

Session One – **Launching the Leadership Culture**

- The role of leaders in the organization
- Distinctions in mastery
- Kaizen – continuous improvement, the human equation

Session Two – **Control Your Destiny or Someone Else Will**

- Creating, defining and clarifying the mission
- Recognizing obstacle threatening the mission
- Understanding one’s role in the total fulfillment of the mission

Session Three – **Ownership and Accountability**

- The warrior model
- Overcoming barriers
- Creating results

Session Four – **Building a High Trust Culture**

- Core values, shared values
- Linking values and core purpose
- Driving out fear, building trust

Session Five – **Personal Mastery**

- Real stress reduction
- Doing vs. Being
- Impacting Internal and External Service Quality

Session Six – **Facilitative Leadership**

- Meeting facilitation
- The group decision-making process
- Building consensus, agenda buy-in, mission support

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MPL (continued)

Session Seven – **Management Essentials**

- Issue resolution
- Recruiting, retaining, training, re-cycling
- Reward and recognition, team morale and performance

Session Eight – **Visionary Leadership at the Specific Business Unit Level**

- Drawing forth personal vision
- Building shared vision
- Actualizing the organizational vision

Session Nine – **Mastering Relationship Building**

- Breaking down silos
- Cross functional mapping and teaming
- Relationship mapping – external networking

Session Ten – **Connecting with Your Client’s Personality Style**

- Personality and style
- Working styles
- Communication styles

Session Eleven – **Presentation The Development**

- Structuring and developing the presentation
- Pre-working for delivering the professional presentation
- Client/sales presentations vs. corporate/team presentation

Session Twelve – **Presentation The Delivery**

- Professional presentation skills
- Effective deliver and confidence building
- Reading and connecting with your audience

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MPL (continued)

Session Thirteen – **Business at the Speed of Thought**

- Electronic communications effectiveness
- Services and sales excellence via e-mail
- Netiquette – introduction to mastering electronic mail

Session Fourteen – **Wellness Mastery: the Discipline of Balance**

- Kaizen – continuous improvement: the physical equation
- Affluence: inventories and actions
- Discovering the world class athlete within you

Session Fifteen – **Black Belts in Leadership**

- Roadmaps – individual management success strategies
- Kaizen – the next level
- Graduation – certified black belts in leadership

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MASTERING CUSTOMER SERVICE® (MCS)

Mastering Customer Service provides the attitudes, behaviors and communication skills to assist any professional in a service capacity. Each two-to-three-hour session assists in the handling of both “internal” and “external” customers.

Session One – The ABC’s of Legendary Service *

- Amplify Your Attitude
- Be Consistent with Your Behaviors
- Craft Your Communications to Customer

Session Two - Business Ambassadors Training *

- Life’s A Sales Call
- Give Value First
- Sales Concepts for Non-Sales Pros

Session Three – Leveraging Resources

- Mastering Relationship Mapping
- Developing Centers of Influence (COI)
- Less is More (Productivity)

Session Four – Resolving Concerns

- Getting “it” done
- Providing Solutions
- Never Confuse Activity with Accomplishment

Session Five – Nurturing Your Customer

- Going the Extra Mile
- Continuous Communication is Key
- Follow-up & Follow-through

Session Six – S.M.A.R.T. Goal Setting

- Formula For Service Success
- Setting & Managing S.M.A.R.T. Goals
- Five-Step Goal Setting Process

“mastering” learning curricula

“Mastering” Learning Curricula Descriptions

Mastering: Professional Sales (MPS), Professional Leadership (MPL), Customer Service (MCS)

MCS Continued

Session Seven – **It’s About Time!***

- Time & Personal Management Skills
- Catching Time Thieves (Self-assessment)
- The L.E.A.D.S. organization method

Session Eight – **Balance on Life’s Superhighway**

- The Five Areas of Life
- Personal & Professional Mastery
- B.A.S.E. Training (Balanced Approach to Success & Excellence)

Session Nine – **Mastering The Telephone**

- The Eight Step Phone Call
- How Your Voice is Received/Perceived
- Harnessing The Power of the Telephone

* - These sessions are half-day in length

“mastering” learning curricula