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Shawn Doyle is a professional speaker trainer and author of 19 books. He is a certified speaking professional and only 3% of speakers in the world are CSP’s. He has been speaking and training for 29 years. Shawn was a sales professional at one point in his career and also a buyer, so he has a wealth of experience in selling and buying, and has trained thousands of sales people how to sell. His experience training sales professionals in the US, Canada and the UK help Shawn bring credibility and creative real life tips and techniques to help people increase sales and revenue. He is a contributing writer for The Huffington Post, Entrepreneur, Inc. The Good Men Project, Addicted2success and Lifehack.org.
Overview: This is a four-day developmental program for sales and business development professionals. This training is not about learning manipulative techniques and repeating canned sales lines like a robot. It’s based on the idea that sales training is a process and not an event. The training is spread out over several weeks so that sales professionals can learn a concept, apply it, and then come back and learn some more.

Sales Pro training will cover every aspect of the sales process. This is an overview of the concepts that will be covered:

**Preparation**
- Why preparation is critical
- What to prepare
- Doing the research
- Competitive analysis
- Hands-on Exercise Preparation Station

**Articulation and Distinction**
- 1 of 100’s
- What makes you special?
- Hands-on Exercise Drill Down

**Initial Contact**
- Phone
- E Mail
- Meeting
- 20/80 Rule
- Dialogue vs. monologue

**Presenting**
- Mindset
- PowerPoint Poison
- Handout do’s and don’ts

"Your attitude, not your aptitude, will determine your altitude. ...Zig Ziglar"

**Handling Objections**
- Don’t manipulate
- Canned is for soup
- Have the facts and figures
- Hands-on Exercise Objection Lab

**Communication Skills:**
**Understanding the customer**
- Behavioral styles
- Adapting your approach
- Transactional analysis
- Understanding proxemtics

**Proposals & Closing the Sale**
- Proposals that work
- Getting the order
- Communication
- Expectations and promises
- Levels of authority
- Hands-on Exercise Thank You Methods

**Service**
- Service commandments
- The secret file
- Networking the smart way
- The role of Social Media
- 10 ways to be “Wow” instead of “Ow”
- Strategies for follow up calls
- Hands-on Exercise Service Now