

Manufacturers
Resource Center



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Cost:
\$990/person
\$900/person/3 or more

www.mrcpa.org/events

or Call
(610) 628-4640

Location: 

Manufacturers Resource Center
Hanover Office Plaza
961 Marcon Boulevard, Suite 200
Allentown, PA 18109
(610) 628-4640

International Presenter



Shawn Doyle, CSP

Certified Professional Speaker,
Author, and Executive Life Coach
www.ShawnDoyleMotivates.com

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.



Featuring
Shawn Doyle, CSP

Hosted by
**Manufacturers
Resource Center**

Course Schedule
March 27, 2018
April 17, 2018
May 8, 2018
May 22, 2018
9:00 am—4:00 pm daily

**A new look at selling that
gets dramatic results**



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 proxemics
-

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

