

"Seek first to understand - then to be understood. First the diagnosis, then the prescription."

- Stephen Covey

In business, the competition will bite you if you keep running. If you stand still, they will swallow you.

- William S. Knudsen

If you make a sale you make a living. If you make an investment of time and good service in a customer, you can make a fortune.

- Jim Rohn

High Performance Selling Skills



Selling in today's financial marketplace is more challenging than ever before.

Being successful requires an enormous amount of skill and knowledge.

Product knowledge is important but it only "gets you in the game."

WHY HIGH PERFORMANCE SELLING?

Continuous improvement in the level of your financial selling practices is essential in today's competitive marketplace. More and more often, products and services today are seen as commodities. To differentiate, organizations must focus on performance and their reputation in helping customers achieve their objectives.

To stay ahead of the pack, your front line staff will need to master the communication skills essential to become your customer's trusted advisor. They will need to be collaborative, in order to understand and help prioritize your customer's financial goals, and to demonstrate the value they can offer.

Research confirms that today's customer will do business with the organization and the person they trust most. At the end of a

sales conversation, the customer must walk away with an appreciation not only for the products and services you offer, but be confident that you have aligned with their needs and requirements.

High Performance Selling Skills will help your people develop the skills critical in acquiring, developing and retaining profitable long-term customer relationships.

WHAT IS THE HIGH PERFORMANCE SELLING WORKSHOP?

High Performance Selling Skills is a two-day training session that has been developed with only one outcome in mind -- to help your financial selling team be

more successful. The program offers a proven process of efficient and effective sales best practices. It provides a unique opportunity to hone existing

skills, to learn new ones, and to enhance your people's ability to guide the customer conversation toward a successful conclusion.

The objectives of the program are to:

- Gain extensive understanding of

- your customer's overall financial picture
- Develop a trusting relationship
- Understand and align with customer emotions, needs, and objectives
- Deliver relevant options and seek appropriate commitments
- Build and expand long term relationships

WHAT PARTICIPANTS SAY ABOUT THE PROGRAM

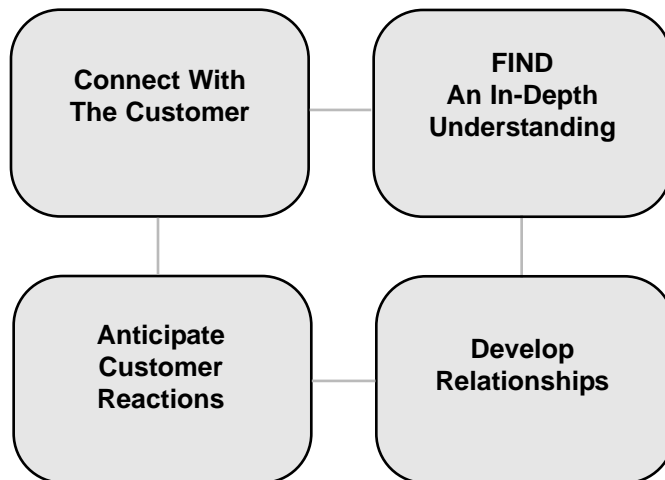
"Tops - Best so far."

"This seminar helped my skills immensely! It totally improved my confidence!"

"I have attended lots of training seminars, but NONE as good as this."

"I feel so much more prepared to go forward."

Program Components



TARGET POPULATION

Financial Advisors, Relationship Managers and Sales Professionals in the financial services industry.

COURSE LENGTH

Two Days

BENEFITS OF HPSS

High Performance Selling Skills is a fast paced professional development experience. When executing the skills, process and concepts of *High Performance Selling Skills*, participants will:

- Take a customer-focused approach in order to determine the general objectives and communication styles of their customers.

- Use effective communication skills to gain an in-depth understanding of a customer's situation, needs and motivators in order to provide the most appropriate solution.

- Identify and address customer resistance in a way that promotes the continuation of your sales process.

- Seek appropriate commitments while developing long-term relationships.

High Performance Selling Skills is designed to help your staff make the most of every moment they spend with customers.

By the end of this seminar, your team will have mastered the skills essential to conducting a productive and mutually rewarding sales conversation.

Methodology

The activities of **High Performance Selling Skills** focus on skill development and mastery. Proven skills and concepts are taught within the context of an adult learning model which consists of acquiring, practicing and applying knowledge and skills through activities including:

- Pre-Work Exercises
- Limited reading
- Video modeling
- Discussion
- Group exercises
- Case studies
- Role-plays
- Application exercises

For more information on *High Performance Selling Skills*, please contact:

Sales Effectiveness Inc.

570 W. Crossville Rd. Suite 103
Roswell, GA 30075
770-552-6612 - voice
770-643-8205 - fax
www.saleseffectiveness.com

