



## ***EIGHT WEEKS TO MORE SALES!***

### **POWERFUL TIPS AND TECHNIQUES**

#### *One-on-One Coaching*

- One hour per week
- Custom programs for your needs
- Focus on real-life customers
- Review plans, goals, action items, customer hurdles, and tangible results

#### *The Sales Coach Live!*

- Weekly coaching sessions with Michael J. Galante, The Sales Coach
- Phone, Email, text, GoToMeeting web conference, Skype internet video, in-person available

#### *New for 2011*

- Personalized video coaching messages
- Sent to your email, BlackBerry or iPhone
- Specific skills, tips and techniques
- Motivational quotes
- Real-life customer situations

#### *Benefits of Coaching*

- Sell more; exceed your quota; close bigger sales
- Improved performance; better selling skills; learn useful tips and techniques
- Be more productive; less stress; make more money
- Free subscription – Two-Minute Drill e-newsletter; Premium Membership to The Sales Coach Team

### **SAMPLE 8-WEEK PROGRAM\***

#### *Establish Goals*

- Rep specific goals, strengths and areas to improve; discuss motivation and personal development plans

#### *Profile Top Accounts*

- Leverage your relationships and knowledge to penetrate accounts more deeply

#### *New Business and Prospecting*

- A renewed focus on locating sales opportunities; opening new accounts and securing referrals

#### *Listening, Probing, Qualifying*

- The importance of listening; practice your industry specific list of probing and qualifying questions

#### *Presentation Skills and Value Proposition*

- Identify your true Compelling Offer and Competitive Differentiators

#### *Handling Objections and Resistance*

- Identify common customer concerns, then create and practice professional rebuttals

#### *Closing and Gaining Commitment*

- Understanding how to create urgency without high pressure techniques; list of closing techniques

#### *Time and Territory Management*

- Pinpoint time wasters and tools to maximize effectiveness; clarify territory plans

#### *Bonus Week*

- Evaluate and measure progress; outline next steps

*This service is available to individuals as well as entire sales teams. Please call for details and a custom program.  
Alternate topics include: Goals Setting, Motivation, Interpersonal Skills, National Account Management,  
Selling to C Level execs, Negotiation Skills, Value Added Selling, and Team Selling.*

***Be successful in sales!***



**Michael J. Galante, The Sales Coach**