



SLATTERY SALES GROUP, INC.

VALUE DIFFERENTIATION STRATEGIES  
AND EXECUTION THAT ENHANCE RESULTS

# PROGRAMS & EVENTS 2010

**FOR QUESTIONS OR TO REGISTER, CONTACT:**

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Please register seven days in advance of the CAMP or ADVANCED CLINIC as seating is limited.

Mon	Tues	Apr 2010	Thur	Fri
			1	2
5	6	7 Effective Prospecting 9 - 11 am	8	9
12	13	14	15	16
19	20	21 SMC Program Day One 9 am - 4:30 pm	22 SMC Program Day Two 9 am - 4:30 pm	23
26	27	28 Record Collection 9 - 11 am	29	30

Mon	Tues	May 2010	Thur	Fri
3	4	5 Call Control 9 - 11 am	6	7
10	11	12 Voicemail & Email Tactics 9 - 11 am	13	14
17	18	19 Complex Sale 9 - 11 am	20	21
24	25	26 Eliminating Major Weaknesses 9 - 11 am	27	28
31 MEMORIAL DAY				

Mon	Tues	June 2010	Thur	Fri
	1	2 Comfortable Talking About Money 9 - 11 am	3	4
7	8	9 Getting Past the Gatekeeper 9 - 11 am	10	11
14	15	16 Pain Clinic 9 - 11 am	17	18
21	22	23 SMC Program Day One 9 am - 4:30 pm	24 SMC Program Day Two 9 am - 4:30 pm	25 CHRISTMAS DAY
28	29	30 Can this Deal Be Won? 9 - 11 am		

Mon	Tues	July 2010	Thur	Fri
			1	2
5	6	7 Recovering from Rejection 9 - 11 am	8	9
12	13	14 Effective Prospecting 9 - 11 am	15	16
19	20	21 Bonding & Rapport 9 - 11 am	22	23
26	27	28	29	30

Mon	Tues	Aug 2010	Thur	Fri
2	3	4	5	6
9	10	11 Comparison Shoppers 9 - 11 am	12	13
16	17	18 Understanding Your DV 9 - 11 am	19	20
23	24	25 SMC Program Day One 9 am - 4:30 pm	26 SMC Program Day Two 9 am - 4:30	27
30	31			

Mon	Tues	Sept 2010	Thur	Fri
		1 Dealing with Economics 9 - 11 am	2	3
6	7	8 Essential Questions 9 - 11 am	9	10
13	14	15 Voicemail & Email Tactics 9 - 11 am	16	17
20	21	22 SMC Program Day One 9 am - 4:30 pm	23 SMC Program Day Two 9 am - 4:30	24
27	28	29 Can this Deal Be Won? 9 - 11 am	30	



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### STEP ONE IT'S ALL ABOUT YOU.

#### SALES MASTERY CORE (SMC) PROGRAM

Impress your CEO. For two days, you will be the most powerful person in your company. You will learn sales strategies (that no one else knows) like how to define your selling system, find your **Differentiating Value**, build a **personal list of essential questions, know what to say at your next first call, dissect real world case studies** and gain a **high-performance mindset**. Turn sheet over to find current class schedule or for the most up-to-date info view on-line at: [www.slattery.com](http://www.slattery.com)

Our entire **ADVANCED CLINIC** program will be planned around your needs, and your every interest will be our focus. These highly recommended workshops are available after you've completed the **SALES MASTERY CORE PROGRAM** and work wonders to reinforce all that you soaked up in 'basic'. If you want to explore call control, we'll do it. If you feel like covering every aspect of uncovering client's decision process, just say so. In fact you can pick and choose these individualized training sessions as will. If this sounds exciting now, wait until you experience the results.

### STEP TWO SHOULD YOU ATTEND?

SLATTERY SALES GROUP programs are designed for sales leaders for whom success (at least in part) rides on their ability to sell, guide a field sales force or leverage a dealer network. The ideal learner is a professional who wants to broaden or update these skills, be it a small business owner, entrepreneur, business service consultant, sales manager or salesperson.

### STEP THREE CHOOSE IT. USE IT.

Look through the guide and choose the Sales Mastery Core Program or Clinics you want. Then be sure to register today. When you do, you'll have a customized schedule of powerful, personal training sessions which will enable you to drive results specific to your needs.

### STEP FOUR SEATING IS LIMITED.

#### TO REGISTER, PLEASE CONTACT:

**Rose Larsen**  
[rlarsen@slattery.com](mailto:rlarsen@slattery.com)  
**952-832-5436**

seven days in advance of the Sales Mastery Core Program or Advanced Clinic you'd like to attend. All sessions tend to sell-out, therefore, walk-ins cannot be assured placement but if space is available we will do our best to accommodate you.

### THE BEST WILL BE JOINING YOU.

Even though this is your personal training, you won't be alone. You'll meet other business owners, consultants, sales managers and salespeople from every imaginable field who share your interests and quest for knowledge. Each session is taught by industry leaders who have real world experience, where you have the opportunity to learn what to do, but also what not to do.

## Overview **ADVANCED CLINICS**

#### **Bonding and Rapport**

Help prospects relax while staying relaxed yourself. Gain a comfort level, while learning key strategies for dealing with prospects when you don't have rapport. Learn how to deal with problems up-front, how to establish good initial agreements, and how to display sincerity, trust, believability and warmth.

#### **Call Control**

The fear of the unknown — the first call. What's the buyer like? What's the best way to start things up? How to I maintain control of the conversation? You will leave this popular clinic with a customized script covering important first call questions so you'll know which business to pursue and which to cross off your list.

#### **Can This Deal Be Won?**

Bring a case study (or an acutely stressful sales deal) to class; we'll dissect it and show you how to win it. Come prepared to share.

#### **Comfortable Talking About Money**

Learn how to establish what the prospect has in the budget. Help prospects discover that they are willing to invest. Be able to help a prospect quantify their "pains." Learn how to help prospects find the money if they don't have it.

#### **Comparison Shoppers**

You're close to the end of your sales process. Soon you'll be asked to present your proposal. Learn how to set the rules for comparison and understand why the position you offer is crucial to victory.

#### **Complex Sale**

The complex sale requires long sales cycles, multiple decision makers with complex personality navigation. Develop skills and tactics to plot your course through unseen minefields and political processes.

#### **Dealing with Economics**

Establish the prospect's budget and help them quantify their "pains." Help them discover their willingness to invest and their ability to find the money if they don't have it.

#### **Effective Prospecting**

Know how many calls you have to make daily. Discover how to make agreed upon calls, keep on track, debrief your calls daily, and get better with each call. Be proactive at getting referrals (have a plan).

#### **Eliminating Major Weaknesses**

Did your OMG profile evaluation identify that you had two or more of the five major weaknesses? We'll tackle these teachable behavioral challenges. First, we'll identify each characteristic, then follow up with functional modifications and tools to overcome them.

#### **Essential Questions**

Have you always wondered what those extraordinary questions are that million dollar producers ask? How do they know so much about the process? How do they get the work without submitting a proposal? Learn the art and science of dialogue command. Discover how asking a well-crafted question at the appropriate time will yield your desired effect and response. Walk into your next sale with your own customized million-dollar question list.

#### **Getting Past the Gatekeeper**

Bypass gatekeepers and get straight to the decision makers. Speak their language and be comfortable even with tough, intimidating prospects. Discover how to get their attention — and the appointment.

#### **Pain Clinic**

To make a sale you must first understand your prospect's pain. This clinic will help you design questions to identify a prospect's pain — and convey the pain of doing business.

#### **Record Collection**

What behaviors are holding you back? We'll help you identify characteristics that may be limiting your ability to succeed and give you the specific tools and applications to overcome them.

#### **Recovering from Rejection**

Hearing "no" shouldn't affect your self-image. Learn to handle professional rejection without taking it personally. Learn to engage in "high risk" scenarios, how to put negative episodes quickly behind you, and how to probe for alternatives and offer options.

#### **Understanding Your DV**

Identify the most leverageable and defensible points of difference for your business and develop robust tactics for offensive and defensive scenarios.

#### **Voicemail and Email Tactics**

Our successful formula — backed by mountains of research — will give you detailed information on when, where, how and how often to leave effective voicemail and email messages. Discover communication tactics that our clients tell us ALWAYS work.