



SLATTERY SALES GROUP, INC.

VALUE DIFFERENTIATION STRATEGIES
AND EXECUTION THAT ENHANCE RESULTS

PROGRAMS & EVENTS 2010-2011

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	Oct 2010	Thur	Fri
				1
4	5	6 SMC Program Day One 9 am - 4:30 pm	7 SMC Program Day Two 9 am - 4:30 pm	8
11	12	13 Evaluation & Decision Process 9 - 11 am	14	15
18	19	20	21	22
25	26	27 Call Control 9 - 11 am	28	29

Mon	Tues	Nov 2010	Thur	Fri
1	2	3	4	5
8	9	10 SMC Program Day One 9 am - 4:30 pm	11 SMC Program Day Two 9 am - 4:30 pm	12
15	16	17 Uncovering the Budget 9 - 11 am	18	19
22	23	24 Get the Commitment 9 - 11 am	25 THANKSGIVING	26
29				

Mon	Tues	Dec 2010	Thur	Fri
		1 Comfortable Talking About Money 9 - 11 am	2	3
6	7	8 Pain Clinic 9 - 11 am	9	10
13	14	15 Understanding Your DV 9 - 11 am	16	17
20	21	22 Getting to the Decision Maker 9 - 11 am	23	24
27	28	29 Essential Questions 9 - 11 am	31	31 NEW YEAR'S EVE

Mon	Tues	Jan 2011	Thur	Fri
3	4	5 SMC Program Day One 9 am - 4:30 pm	6 SMC Program Day Two 9 am - 4:30 pm	7
10	11	12 Voicemail & Email Tactics 9 - 11 am	13	14
17	18	19 Effective Prospecting 9 - 11 am	20	21
24	25	26 Discover Why Prospects Buy 9 - 11 am	27	28
31				

Mon	Tues	Feb 2011	Thur	Fri
	1	2 Evaluation & Decision Process 9 - 11 am	3	4
7	8	9 First Call 9 - 11 am	10	11
14	15	16 Reducing Your Buy Cycle 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
28				

Mon	Tues	Mar 2011	Thur	Fri
	1	2 Record Collection 9 - 11 am	3	4
7	8	9 Bonding & Rapport 9 - 11 am	10	11
14	15	16 Can this Deal Be Won? 9 - 11 am	17	18
21	22	23 Evaluation & Decision Process 9 - 11 am	24	25
28	29	30 Negative Reversing 9 - 11 am	31	



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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.slatterysales.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:
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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.

Discover Why Prospects Buy

Translating your company's capabilities into questions that elicit your client's pains can create compelling reasons for the client to buy. Learn to internalize "pain" questions, avoid solving problems before their time, help clients quantify their pain (to 3rd and 4th levels), and get to the business results.

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).

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.

Evaluation & Decision Process

No one is ever at ease when faced with a buyer's question about what it costs. This is human nature. However, some have specific roadblocks keeping them from broaching the subject at a time when it's most advantageous to the sale. Learn what might be keeping you from doing your best work, and more importantly, learn when and how to ask those awkward money questions.

First Call

Learn how to help the prospect do the talking. Know what questions to ask and why you are asking them (use how and why questions). Know the "pains" your company can solve, and how not to get emotionally involved.

Get the Commitment

Learn how to get a commitment, good preliminary agreements, and a "yes" or "no" decision. Stay focused when getting a "no" answer, find your prospect's conviction level, and ensure you always know what will happen next.

Getting to the Decision Maker

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.

Negative Reversing

Hearing "no" shouldn't affect your self-image. Learn how not to take it personally when you are rejected professionally. Discover how to be "OK" with putting yourself in "high-risk" scenarios, how to put a negative last episode behind you, and how to probe for alternatives and offer options.

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.

Reducing Your Buy Cycle

Did your OMG evaluation indicate that you have "non-supportive" records/beliefs? Then you must attend. Establish goals for what you want and learn to make quick decisions about personal purchases. Learn to buy NOT based on price, and how to make major purchases without a lot of time or research.

Uncovering the Budget

Learn to uncover the prospect's budget, help them quantify their "pains," and overcome concerns about investing in a solution. Discover how to help them find the money if they don't have it, and gain conviction that they will spend it with you or you will close their file. Learn how to be firm on money issues — sell vs. negotiation.

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.