



BREAKING SALES BARRIERS:

FEAR-FREE PROSPECTING AND SELF PROMOTION WORKSHOP®

...TO GO TO THE NEXT LEVEL ?
TIME TO BREAKTHROUGH THE PERSONAL BARRIERS THAT
HOLD YOU BACK FROM EARNING WHAT YOU'RE WORTH!!

WOULD YOUR BUSINESS EXPLODE, IF YOU COULD...

- > ASK YOUR CURRENT CLIENTS FOR MORE BUSINESS?
 - > PROSPECT FOR NEW BUSINESS?
 - > ASK FOR REFERRALS?

YOU KNOW HOW TO DO THESE THINGS!

This program is about **WHY YOU DON'T** and **HOW TO FIX IT** for good!

THE QUESTION

What causes talented, capable, ambitious, intelligent SALESPEOPLE to not sell a higher number of products, programs or services to current clients or prospects when they need it, want it and would buy it... if only the Salesperson would ask?

THE ANSWER

**Sales Call Reluctance!®
(The Silent Killer of Sales Careers)**

THE QUESTION

The Fear Free Prospecting and Self Promotion Workshop®

- A powerful, interactive 1-1/2 day workshop designed to overcome Sales Call Reluctance®.
- Uncovers which of the 12 types of Sales Call Reluctance® you have and discover how it is holding you back!
- Provides ongoing behavioral modification for long term Sales Success.

THE RESULTS

By participating in the program you will:



**BREAK OLD
BARRIERS**



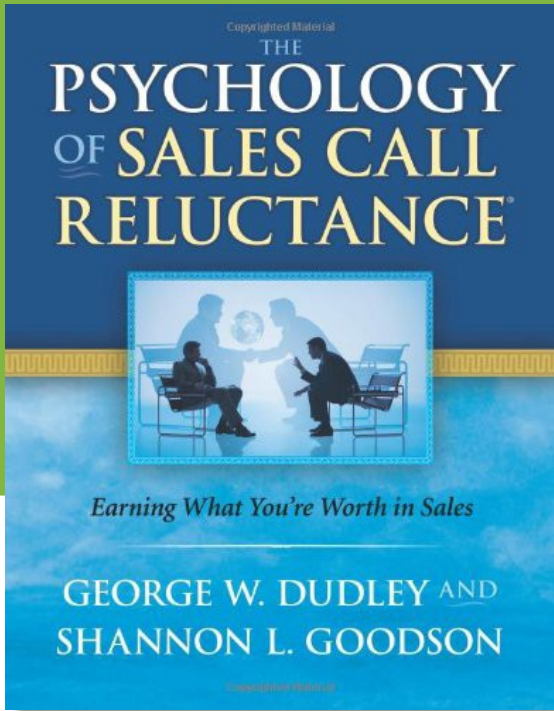
**ENERGIZE
YOUR CAREER**



**UNCOVER
FEAR**



**SELL
MORE NOW!**



- › Uncovers the myths about sales success.
- › Describes the 12 types of Sales Reluctance.
- › Describes performance limiting behaviors you will recognize in yourself and others.
- › Provides remedies for changing performance limiting behaviors.
- › See realistic case studies and examples.
- › Follow the influence of Sales Call Reluctance® throughout the sales cycle.

"We conducted the Fear Free Prospecting seminar for the Midwest Region. The group as a whole did double the amount of production in the first two months after completing the workshop.

We are going to do this again in two of our other regions and my GA's are pushing me so more of their agents can attend.

This program changed many of their habits, eliminated the fear of prospecting by understanding why they were not performing and what they could do to change. THANK YOU!"

Robert Schwedtmann
Ohio National Financial Services
Regional Vice President - Midwest Builder Region

HAVE YOU EVER THOUGHT..

I know I could earn more if only I would _____ *Fill in this blank*

That's what this workshop is about! _____ *Filling in the blank*

What is holding your back? We will use the SPQ*GOLD® profile to uncover the barriers holding you back. You will receive your personal results and we will go through the profile in the workshop.

You know "HOW TO SELL !" You know "WHO TO SELL"
Now it is time to BREAK THROUGH!



AGENDA - SALES/CALL RELUCTANCE WORKSHOP

DAY 1

What is Sales/Call Reluctance?
Myths and misconceptions
How fear inhibits income The 12SALES CALL RELUCTANCE® Types
Why Motivation, Goals, and Focus are so Important
The Schematic Diagram of Fear
In depth review of your SALES CALL RELUCTANCE® Profile
Develop your Personal Prescription Program
Questions, answers, assignments

DAY 2

Review assignments
The AH-Ha Moment!
Word based behavior change techniques
Get focused on new level of activity/productivity
Clarifying commitments for change
It's time to leave your fear behind!
Final comments
Your action plan for success!

Grimes Group, Inc. is widely recognized as the nation's leading training organization in helping Salespeople BREAK THE BARRIERS that hold them back. A few of the organizations we have helped to sell more, prospect more and generate more on-going business through referrals include:
*Mass Mutual *Merrill Lynch *Guardian
*Northwestern Mutual



Dan Robinson

dan@bgrimes.net