

# AGENDA

**Mike Shew's Sales Magic – Day One**

TBA

8-5pm

**Please bring:**

Computer

800-900

**Introductions**

**Conference Room**

900-

**Customer Relationship Hierarchy**

**Why Do People Buy?**

**What's the Difference Between Failure and Success in Salespeople?**

**Principles of Sales Greatness**

**Four Negative Senses that the Subconscious Mind Presents and Projects When Selling.**

**Huddle Up Assignment**

Noon

**Lunch**

**Psychological Tricks That Persuade Your Brain to Buy.**

**Six Ways Reverse Psychology Can Help You Close Sales.**

**The Ultimate List of Words That Sell.**

**Assignment-write an e-mail for what you sell using action words that sell.**

500

**Three Steps in Becoming a Sales-Driven Organization.**

Day Two

800

**Three Steps in Becoming a Sales-Driven Organization. Continued.**

**Integrated Diagnostic Business Development Process**

**Turning Organizational Strategy into Sales Results**

**Keys to Successful Go-to-Market Strategies**

**Making the 'Black Box' Transparent**

**Prospecting Was Easy IN THE 80'S & 90'S – REMEMBER FAX MARKETING**

**Wet Monkey Syndrome**

**Million Dollar Prospecting Techniques**

Noon

**Lunch**

**Behavioral Principles – Sales Secrets**

**The Buyers Process**

**THE joint SALES Appointment**

**Our Target Market**

**Trust Me? Charismatic? Body Language? Professional Dress?**

**Trusted Advisor**

500

**Big-Picture Thinking vs. Myopic View**

Sales Magic Day Three

800

**Strategic Planning**

**Balanced Score-Card**

**World Class Excellence in Mfg.**

**The Value-Added Selling Philosophy**

**The Role of the Value Added Salesperson**

**Characteristics of Value Added Salespeople**

**The Literal Mind in Sales Development**

**Developing A Culture of Performance**

**What Did You Learn?**

Noon

**Lunch**

**Sandler is a Rebuttal System**

**Building Rapport**

**Executive Coaching**

**Mirror Image**

**Be Human – Not Literal in Your Communication**

**Find the Pain**

**Find the Budget**

**Use Results Oriented Message**

**Decision Maker**

500

**Trail Close**

800

## **The 7 Habits of Highly Effective People**

**Habit 1: Be Proactive**

**Habit 2: Begin with the End in Mind**

**Habit 3: Put First Things First**

**Habit 4: Think Win/Win**

**Habit 5: Seek First to Understand, then to Be Understood**

**Habit 6: Synergize**

**Habit 7: Sharpen the Saw**

Noon

**Lunch**

**Getting to Yes: Negotiating Agreement Without Giving In**

**1) Separate the People From the Problem.**

**2) Focus on Interests Rather than Positions.**

**3) Generate a Variety of Options before Settling on an Agreement.**

**4) Insist that the Agreement be Based on Objective Criteria.**

**Generate Options**

- 1. Win/Win.**
- 2. Win/Lose.**
- 3. Lose/Win.**
- 4. Lose/Lose.**
- 5. Win.**
- 6. Win/Win or No Deal**

500

**When the Other Party Won't Use Principled Negotiation.**

800

**Selling to Big Companies**

**Foot in -the -door sales strategy**

**Psychographics**

**Find clues to psychographics in Research**

**Value proposition - How strong is it?**

**Dig Up the Dirt**

**Assignment – DIG UP THE DIRT – GIVE ME THE DATA**

**Crush Price Objections.**

**Respond to the Price Objection.**

**Reassure the Buyer.**

**How to Compete and Win When the Stakes Are High!  
MASTERING THE COMPLEX SALE**

Noon

**Lunch**

**The Problem / Solution Matrix**

**Four Phases of the Prime Process**

**Discover- Diagnose -Design -Deliver Solution(s)**

**Million Dollar Closing Techniques**

**Seven Basic Rules for Closing**

**What are Your Goals?**

500

**Begin to Save Prospecting, Appointments, and Sales  
Data Now! Track Your Progress**

