

# SALES ACADEMY

## 10 CORE COMPETENCIES

NOTE: BANGKOK SESSIONS COMMENCE AT 1PM



10 COMPETENCIES OF HIGHLY SUCCESSFUL SALES PEOPLE	PREPARE FOR SUCCESS	PRESENT AND AGREE
1. Goal Driven	<p><u>12:00 PM</u> <b>Goal Driven</b></p> <ul style="list-style-type: none"> <li>Share Your Challenge</li> <li>S.M.A.R.T vs D.U.M.B. Goals</li> <li>Success Formulas</li> </ul>	<p><u>12:00 PM</u> <b>Present Well</b></p> <ul style="list-style-type: none"> <li>Elevator Pitch</li> <li>FABi Selling</li> <li>Value Hypothesis</li> </ul>
2. Great Impressions	<p><u>01:30 PM</u> <b>Great Impressions</b></p> <ul style="list-style-type: none"> <li>7-11 Rule</li> <li>Position in 4 Steps</li> <li>Schema Busters</li> </ul>	<p><u>01:30 PM</u> <b>Address Concerns</b></p> <ul style="list-style-type: none"> <li>Noble Purpose</li> <li>Indifference Probes</li> <li>Clarify, Cushion, Respond</li> </ul>
3. Good Prospects	<p><u>03:00 PM</u> <b>Good Prospects</b></p> <ul style="list-style-type: none"> <li>SMART Brainstorming</li> <li>The Master Matrix</li> <li>A-List</li> </ul>	<p><u>03:00 PM</u> <b>Reach Agreement</b></p> <ul style="list-style-type: none"> <li>(Virtually) 93% Non-Verbals</li> <li>Benefits-Opinions</li> <li>The 94% Proposal</li> </ul>
4. Present Well		
5. Address Concerns		
6. Reach Agreement		
7. Negotiate Nicely	<p><u>12:00 PM</u> <b>Negotiate Nicely</b></p> <ul style="list-style-type: none"> <li>Are you clients #1 choice?</li> <li>Know your situation R.O.I</li> <li>Be a Dry Towel</li> </ul>	
8. Good Referrals	<p><u>01:30 PM</u> <b>Good Referrals</b></p> <ul style="list-style-type: none"> <li>2 Step Referral Method</li> <li>The Advice Technique</li> <li>The Digital Rolodex</li> </ul>	
9. Follow Up	<p><u>03:00 PM</u> <b>Follow Up</b></p> <ul style="list-style-type: none"> <li>Show Your Care Calls</li> <li>6 Step Recovery</li> <li>Decision Debriefs</li> </ul>	<p><u>12:00 PM</u> <b>Your Biggest Challenge Address</b></p> <ul style="list-style-type: none"> <li>Winslow Assessment Advice</li> <li>Accountability Partners</li> <li>Scripts &amp; Practice</li> </ul>
10. High Performance Habits		<p><u>01:30 PM</u> <b>High Performance Habits</b></p> <ul style="list-style-type: none"> <li>MVP Lists</li> <li>L.O.V.E Letters</li> <li>6 Minutes of Power</li> </ul>
		<p><u>03:00 PM</u> <b>Best 2-3 Ideas</b></p> <ul style="list-style-type: none"> <li>Best Implementation Ideas</li> <li>By When</li> <li>Expected Results</li> </ul>
	NEGOTIATE AND DELIGHT	TAKE ACTION

## THE JAMMTRAIN DIFFERENCE

A RECOGNIZED QUALIFICATION FOR ELIGIBLE PROGRAM GRADUATES.

**01** Participants are supported by expert one-on-one coaching by Winslow Authorized Coaches

**02** Review of Action Plan Results after 7-30-60 Days

**03** Results backed by the JammTrain Performance Guarantee