

Sales Success Seminar



mindset · attitude · belief · results





SALES SUCCESS SEMINAR

Overview

Many companies in this weakened economy are fighting the same battles with some barely surviving: resources spread too thin, sales slumping and unmotivated employees fearing the loss of their jobs. Makes You Think's 3 Day Sales Success Seminar provides the specific sales thought leadership tools and step-by-step strategies needed to replace fear of the unknown with a sales success mindset. It also teaches practical action steps for finding opportunities in today's fast changing economy. This Sales Success Seminar caters for corporate sales teams, small business salespeople and even individuals ("solopreneurs") who want to rapidly grow their business.

Your 3 Day Sales Success Seminar Package

Sales Success Seminar is facilitated in:

- Johannesburg
- Cape Town
- Durban
- Regional areas by arrangement
- Corporate seminars and training on request

Success Seminar Includes:

- 3 Day intensive 12 Sales Principles
- Course Material

- Morning Tea and Coffee
- Tea Break
- Lunch
- Afternoon Tea

Cost R 14 995.00pp excl VAT

Bonus Gift:

Each delegate receives a copy of Thinking Into Results



Who Should Attend

Sales Directors | Sales Managers | Sales Team Leaders | Key Account Executives | Sales Executives | Sales Consultants

Agenda

Day One

Sales Principle 1: Goal Setting and Achieving

- A Worthy Ideal

Sales Principle 2: Return on Investment

- The Knowing / Doing Gap

Sales Principle 3: Productivity and Efficiency

- Your Infinite Mind

Sales Principle 4: Peak Performance

- The Secret Genie

Day Two

Sales Principle 5: Problem Solving "From the Inside Out!"

- Thinking Into Results

Sales Principle 6: Creating An Environment You Believe In

- Environment Is But Our Looking Glass.

Sales Principle 7: Overcoming Barriers To Success

- Trample The Terror Barrier

Sales Principle 8: Align Your Actions and Results With Vision

- The Power of Praxis

Day Three

Sales Principle 9: The Attitude and Mindset of High Performers

- The Magic Word

Sales Principle 10: Effective Leadership

- The Most Valuable Person

Sales Principle 11: The Power of Word of Mouth

- The Impression of Increase

Sales Principle 12: Leveraging Collective Knowledge / Experience

- Magnifying The Mind



Seminar Outline

Sales Success Principles

Sales Principle 1: Goal Setting and Achieving - A Worthy Ideal

Learn how to think big and set both personal and professional goals, in turn enabling you to set BIG team goals. Big goals inspire you to move business forward and be more successful.

Sales Principle 2: Return on Investment - The Knowing / Doing Gap

Learn how to close the gap between what you KNOW you should be doing and what you are DOING. When you understand the cause of your unproductive behaviours and change them, you become more productive and successful.

Sales Principle 3: Productivity and Efficiency - Your Infinite Mind

Learn how to change your paradigms [your beliefs, behavioural habits and patterns] instilling a culture of productivity. Learning how to change your non-productive habits into productive habits, will increase your performance and productivity, leading to greater sales success.

Sales Principle 4: Peak Performance - The Secret Genie

Learn how your mind truly works, making changes to your behaviours and actions permanent. Learning how to break free of past results and habitual behaviours, increases your efficiency and ability to work with your team and achieve your goals.

Sales Principle 5: Problem Solving "From the Inside Out!" - Thinking Into Results

Learn how think and analyse you thinking. Take responsibility for your behaviour and thinking, and learn how to change your thinking in order to get the results you want. Learn how to create innovative solutions to problems

Sales Principle 6: Creating An Environment You Believe In - Environment Is But Our Looking Glass

Learn how to change your internal self -image. Changing how you see yourself on the inside, will change how you perform on the outside.

Sales Principle 7: Overcoming Barriers To Success - Trample The Terror Barrier

Learn how to overcome your personal fears and doubts. Learn how to move forward to bigger actions and boost



your performance.

Sales Principle 8: Align Your Actions and Results With Vision -The Power of Praxis

Identify the connection between your beliefs and your behaviours. Learn how to practically align behaviours and beliefs with key outputs in order to ensure you reach your full potential achieving the performance results you desire.

Sales Principle 9: The Attitude and Mindset of High Performers - The Magic Word

Learn how to focus and change your thoughts and feelings about situations that aren't going well. This in turn allows you to have control over any situation. Learn how to accomplish more in a shorter period of time.

Sales Principle 10: Effective Leadership - The Most Valuable Person

Learn how to develop your own leadership qualities and learn how to be a good follower. Grow your leadership role and strengthen your relationships with executive management, team members and colleagues.

Sales Principle 11: The Power of Word of Mouth - The Impression of Increase

Learn how to give, without expecting anything in return. Promote high service standards, and learn the ethos of doing and giving more than is expected of you. Learn how to make your customers feel valued and appreciated giving the impression of increase, happy customers will keep buying from you and will generate many great referrals.

Sales Principle 12: Leveraging Collective Knowledge and Experience - Magnifying The Mind

Learn how to create results in quantum leaps free from struggle and confusion. Learning how "Magnifying Your Mind" leaves you empowered and with unprecedented, and measurable increases in performance.



Corporate and Business Sales Team Seminars and Training

Sales Principle 1: Goal Setting and Achieving - A Worthy Ideal

Advantages: Importance of having growth goals that inspire people in the organization. Other seminars teach goal setting but don't explain how to make goals that promote quantum leaps. Most organizations choose goals that they think they can do, which means they go sideways. These goals don't inspire people. Employees usually don't usually buy into company goals... but the process of setting and achieving team goals as taught in this lesson will allow them to align more easily with company goals.

Employees are encouraged to think big and set both personal and professional goals so that they are more able to set big team goals.

Benefits: When employees have big goals that inspire them it helps move business forward. Because businesses are more successful the effects flow down: sales people sell more, employees feel more secure because they are working with companies that are growing. There is less turnover and employees are motivated because they now see themselves as a part of something bigger.

Sales Principle 2: Return on Investment - The Knowing / Doing Gap

Advantages: Most trainings give information about how to do their job. Our seminar helps you implement what you already know and changes behaviour to close the gap between what employees know and what they actually do.

Benefits: Return on Investment from past, present and future trainings. When people understand cause of non-productive behaviours and how to change them, they become more productive so profits increase. The company won't have to spend as much time on training because employees will do what they know to do. Because they are more productive they are happier, so there is a measurable reduction in turnover.

Also there's less friction between management and employees because employees are doing what management wants them to.

Sales Principle 3: Productivity and Efficiency - Your Infinite Mind

Advantage: Other seminars cause a temporary improvement in behaviour because they don't change the root cause of behaviour, which are paradigms (beliefs and a multitude of behavioural habits and patterns). We teach how to change habits, and get teams to work together to replace negative habits with positive ones. A company culture of productivity is developed.

Benefit: Employees will be turning their non-productive habits into productive habits. They will be more efficient and productive in their job, which leads to an increase bottom line for the company and reduction in turnover and an increase in retention and performance.

Sales Principle 4: Peak Performance - The Secret Genie

Advantages: Other seminars do not teach the root cause of success so any changes that result from these programs are temporary. Without the knowledge of how the mind works behaviour changes of employees is temporary. Employees take a close look at their daily habitual actions to see where they can become more productive.

Benefits: Team performance improved through increased productivity of each individual. Employees and teams can break free from past results and habitual behaviours. Productivity and efficiency increases as employees and teams work better together.

Sales Principle 5: Problem Solving "From the Inside Out!" - Thinking Into Results

Advantages: Teaches people how to think and how to analyse their thinking. Helps them realize past results are a reflection of past thinking and to change what they are getting they have to change their thinking. Helps employees take responsibility for their behaviour and their results.

Benefits: Helps teams to come up with creative, innovative solutions to problems. Employees see problems as opportunities to strengthen the team, the company, and create the desired results which can be measured in the increase of success. Helps move negative situations that are stuck that have persisted for a while into resources and measurable desired results.

Sales Principle 6: Creating An Environment You Believe In - Environment Is But Our Looking Glass

Advantage: Employees will understand that to be more productive they have to change their image of themselves. Teams are strengthened through the emphasis of cooperation rather than competition as each individual makes a commitment to improve the functioning of the team.



Benefits: Teams become more productive as they improve their team image. Teams focus less on what the competition is doing and more on what they are capable of achieving as a team. Competition within the team is transformed to cooperation and working in harmony.

Sales Principle 7: Overcoming Barriers To Success - Trample The Terror Barrier

Advantage: Employees and teams usually don't voice their fears and doubts so these issues don't get addressed. This seminar creates an open environment for people to talk about fears so they can replace them with positive thoughts and get support from other team members. Teams also explore their collective thinking so they can see how they are limiting themselves. Employees will understand the source of their fear so they can move forward in spite of their fear.

Benefits: As employees overcome personal fears they can create effective teams. As they overcome personal fears they can help other members of the team overcome their fears so that all team members are more productive and forward thinking, more able to think of creative solutions to problems. This way teams are moving forward into bigger actions and the individual performance of each person is boosted.

Sales Principle 8: Align Your Actions and Results With Vision -The Power of Praxis

Advantage: Employees can see the connection between their beliefs and behaviour. When they change from non-productive to productive actions, their results can then match company mission and goals. Underlying beliefs are brought out in the open so that employees can change. Other seminars may not give this chance for growth because they focus on teaching different behaviour..... but if employees are not made aware of the congruency of their beliefs with their behaviour, they still may not practice the new behaviour.

Benefits: Employees are responsible for helping create a vision of a perfectly functioning team that is reaching its potential. That means they will feel ownership for results of the team and will be catalysts for moving the team and company goals forward in a powerful way. They create the results that they are capable of creating together.

Sales Principle 9: - The Attitude and Mindset of High Performers - The Magic Word

Advantages: In comparison with other seminars, ours gives a very complete definition of attitude. Other programs may talk about the importance of having a good attitude, but this lesson really explains what it is and how to change it. This lesson teaches employees how to be focused and to change their thoughts and feelings about situations in the company that aren't going well. When people learn that process they will be able to have control over any situation.

Benefits: Focused teams that have their thoughts, beliefs, and actions aligned will be much more productive and efficient. They learn the importance and the way to create a positive attitude regardless of the situation. They will accomplish more in a shorter period of time so they will be more efficient.

Sales Principle 10: Effective Leadership - The Most Valuable Person

Advantages: Helps employees develop qualities of leadership in addition to being able to also be a good follower. Emphasizes the creation of a positive environment where employees are appreciated for the work they do. There is an emphasis on teamwork up and down the line. This principle gives opportunities for team members and team leaders to share what they need from each other in order to move towards their goal.

Benefits: Creates cooperation among team members and a positive work environment. Allows team members to emerge in leadership roles which strengthens the team overall. Strengthens and develops leadership and improves communication between teams and leaders. Leaders guide their employees to results consistently in a way that brings measurable results for employees and your clients.

Sales Principle 11: The Power of Word of Mouth - The Impression of Increase

Advantages: Emphasizes giving with no expectation of return, service to others. Promotes a high standard of performance for all levels in the company - leaders and employees are encouraged to do more and give more than they are paid for. Creates a culture of giving more than expected. Promotes positive relations within teams and between teams because team members start looking for what other people do well and bring it to their attention. Increases service and performance in service for your client. Your clients will seek you and your services out because of the service provided through the Impression of Increase.

Benefits: As a result of this lesson, teams will look for ways to make customers and other team members feel valued and appreciated. This results in satisfied customers that continue doing business with company, smoothly running internal departments, and great company morale.



Sales Principle 12: Leveraging Collective Knowledge and Experience - Magnifying The Mind

Advantages: Other seminars show how to make incremental changes. This seminar lays out the steps for a quantum leap leading to dramatic results in performance. It introduces guidelines to create teams of people who work with understanding and in harmony towards achieving a unified goal. This process helps you create results in a magnified way free from struggle and confusion.

Benefits: Employees are shown ways to sustain success so they keep getting better and better at what they are doing. Magnifying the Mind results in employees and teams that are focused and empowered with unprecedented increases in performance to you will be able to measure.

Your Seminar Facilitators

Chris Styles:

From his childhood forward, Chris Styles never thought small. Raised in an entrepreneurial family, his youthful years were certainly responsible for instilling great discipline, persistence and a strong work ethic.

Chris studied the elephants of Botswana's Northern Tuli Game Reserve, graduating with a M.Sc. in wildlife ecology from the Mammal Research Institute of the University of Pretoria. After ten years of working throughout African on human-wildlife co-existence challenges, Chris sought new growth opportunities. At one point in 1999, Chris remembers emerging from more than 50 job interviews having been told that his degrees in wildlife ecology made him 'unemployable in the corporate world'. Chris persisted, not only garnering employment in this 'untouchable world', but 7 years later, being appointed General Manager Sales and Acquisitions, to one of South Africa's leading retail banks.

Through his many successful years in banking and finance, Chris continually sought out business mentors and business coaches, understanding that the experience and expertise of others who had gone before him would help him make substantial, quick gains in his own leadership and business growth style. When he eventually chose the entrepreneurial path, Chris chose to be a Business Coach. Since his embarking on Business Coaching, Chris Styles has become widely recognised through-



out Africa as an acclaimed business coach who can guide salespeople on to the right path and help established businesses to greater productivity and profitability.

Suzanne Styles:

Despite the fact that she didn't complete a formal education, and found herself a single parent with three children at the age of 26, Suzanne pressed on. She was determined to find her way beyond the initial structured family and community she had emerged from. Suzanne stumbled into the advertising industry and realised she'd found a niche which would allow her to grow in business. She became South Africa's first female director of an Out of Home Media company and then co-founded her own company, Airport Media, in 2002. Ten years later, she was selling the entity at its highest point of success. Suzanne's extensive business and entrepreneurial experience made the transition from entrepreneur and business woman, to professional business coach, a natural one.

As a vastly experienced business coach, Suzanne teaches unique life and business success mechanisms. These are skills that she, herself, practiced along the way to achieve one success after another. She has an in-depth understanding for women in the workplace as well as for those women entrepreneurs who are building businesses without a lot of support from families or community circles. "Even if no one in your family or circle of life has ever managed to build a hugely successful business, their facts have nothing to do with how you will succeed," says Suzanne. "All your results ultimately come from what you think about all day long. Because we can develop ways to change and control our thoughts, we can do exactly the same with our lives and businesses."

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