

PROGRAM SYLLABUS

Module I: Leveraging Natural Strengths

Lesson One - Introduction

Lesson Two - Your Own Objectives

Lesson Three - Personality Traits

Lesson Four - More on the Big Five

Lesson Five - Even More on the Big Five

Lesson Six - Your Head and Heart

Lesson Seven - Becoming Emotionally Resilient

Lesson Eight - Emotional Intelligence

Module II: Strategic Transacting

Lesson Nine - The Transaction Cycle

Lesson Ten - Know Your Client

Lesson Eleven - Linguistics

Lesson Twelve - Achieving Interdependency...Strategic Partnering

Lesson Thirteen - Likeability/Empathy

Lesson Fourteen - Social Intelligence

Lesson Fifteen - Start Listening to Me!

Lesson Sixteen - Open Ended Questions

Lesson Seventeen - Concentration – How to Release Your Ego

Lesson Eighteen - Self Observation...Being Mindfully Aware

Lesson Nineteen - Inspirational Presenting

Lesson Twenty - Presentation and Communication Pointers

Lesson Twenty-One - Non-Buying Signals

Lesson Twenty-Two - How to Influence Behavior

Lesson Twenty-Three - Negotiation and Objections

Lesson Twenty-Four - Closing...Timing is Everything

Module III: Focus, Efficiency, and Planning

Lesson Twenty-Five - Habits and Practices...Job Analysis

Lesson Twenty-Six - Goals and Priorities

Lesson Twenty-Seven - Efficiency...Yes, You Can be More Efficient

Lesson Twenty-Eight - Relationship and Call Planning

Module IV: The Leader as Coach

Rank Ordering Individual Salespeople

Five Ways that Sales Culture Adds Value

Coaching to Each Personality Type

The Sharing of Challenges and Successes

Practice and Reinforcement