



## **Re-Train Your Sales Brain and Referral Strategies Virtual Workshop**

2 Weeks Prior to Course students will receive a link to take the SPQ\*Gold Sales Call Reluctance Assessment – it takes approximately 75 minutes to complete.

### **Monday Day 1 9:00 am – 12:00 pm – Identifying and Overcoming Sales Call Reluctance**

- What is the purpose of this training process?
- What are my Expectations?
- What is Sales Call Reluctance?
- How Sales Call Reluctance impacts us?
- What does it look like and sound like?

At the end of the day participants will receive their personalized Sales Call Reluctance results

### **Tuesday Day 2 – (off day)**

Participants watch a 30-minute video on how to effectively interpret their results. Each participant will review their personal assessment and identify the top 2 call reluctance types they would like to focus on overcoming.

### **Wednesday Day 3 9:00 am – 12:00 pm**

- Review of participants personalized Sales Call Reluctance results.
- Let's make some decisions: What do I need to work on to increase my activity/ # of meetings with decision makers/sales?
- Participants do activity worksheets on the top 2 Sales Call Reluctance types they want to focus on overcoming. Additionally, they will assess their current levels of motivation, goal focus and goal diffusion.
- Fixing Sales Call Reluctance: "It's not Rocket Science"
- Discussion on increasing motivation, goal focus and reduction of goal diffusion.
- Review results and questions and answers regarding their specific results.
- Define specific ways to overcome Sales Call Reluctances and minimize their moments of hesitation.
- Review Sales Call Reluctance Remedies, Thought Realignment and thought zapper.
- Lessons learned plus identify their implementation plan to overcome their Reluctances.
- Final questions and answers.

### **Day 1-3 Materials**

- SPQ Gold Assessment
- Re-Train your Sales Brain Workbook
- The book on Sales Call Reluctance: "Relentless"

### **Thursday Day 4 9:00 am – 12:00 pm : Referral Strategies**

- Current prospecting challenges and how to overcome the prospects perception.
- Developing a defined prospecting process

- Developing Client Satisfaction Conversations Definition, developing a message that resonates with client or prospect.
- Client Satisfaction Referral Workshop (participants make 2 calls to existing clients)
  - Participants learn to effectively ask and obtain referrals from existing clients.
- Lessons learned and assignments for follow up conversations.

### **Day 3 Materials**

- Referral Strategies Workbook

### **Transformational Activities**

- Uncover prospecting inhibiting behaviors.
- Develop customized process to overcome personal call reluctances.
- Help customize your “mission” and your story of why you are a Knight and identifying your “why”
- Help with customizing and clearly defining your goals (not company goals, YOUR GOALS).
- Review each person’s individual sales call reluctance results to help them identify the “head trash” that has been holding their career hostage.

### **4 Weekly Follow Up Calls**

- Participant groups will be 5-6 people and will be assigned a day and time for 4 weekly follow-up calls.
- Follow up calls allow each person to share their weekly successes and anything they continue to struggle with. Group members discuss and comment with suggestions, feedback, and praise etc.

### **Added Value Services also include the following** (No additional cost):

- Any participant that needs one on one coaching can schedule a time with our staff to review and we will provide additional guidance.