Curt Skene
KEYNOTES–WORKSHOPS–COACHING

HELPING PROFESSIONAL SERVICE FIRMS SELL MORE PROFITABLE BUSINESS!

Thank you for your interest in our EFFECTIVATION CONSULTATIVE RELATIONSHIP WORKSHOP.

One of the challenges I find with professional service firms today is they really struggle with **attracting more business**. Yes, they have all the skills they need when it comes to delivering the business but they lack in the skills and confidence to get out and close new opportunity. Is this true in your business?

In my experience anyone can make a great business developer they just need a formula to follow. A systematic step by step approach that takes the selling process and makes it a science. This is one of the reasons EFFECTIVATION has been so successful in the professional service sector; we have taken great care to build a selling system that works like a scientific model.

The program we offer is tailored specifically for the consultative business professional. There is no "sales gargon", there are no sales tricks, just a fundamentally sound method for developing business. Your group will learn how to feel more comfortable in the selling process, learn how to design a "results driven" sales meeting and how to close the business with increased confidence. Everyone will walk away with the knowledge, the tools and the practice to make sure the program works for them. Our experience over the last 25 years has shown most people who take the program see a noticeable increase in their business development almost immediately.

Please review the material and highlight any questions you have. I will call you in a few days and we can discuss.

Thanks again for your interest.

Curt Skene

Interested in attending a program please contact Curt at 905-814-1776 or email curt@aahhah.com

Curt Skene
Keynote Speaker Seminar Leader Business Coach
900 Boyer Blvd. Mississauga, ON L5V 1X3 Telephone: 905-814-1776 Fax: 905-813-8986
Email: curt@aahhah.com Website: www.aahhah.com

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Sales Training/Workshop Description

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SELLING SKILLS FOR THE SERVICE PROFESSIONAL!

Real world strategies for building better business in the Professional Services Industry…

ABOUT THIS PROGRAM

It's no secret that most service professionals find it challenging to initiate the sales process. It feels awkward, unnatural and invasive. While it's difficult, they also know it's a necessary part of the business building process.

Finally there is a program that makes it easy for analytical people to succeed in developing opportunities. In this two day workshop attendees will learn how to communicate effectively with clients and use a structured formula that leads them to growing strong business relationships.

Attendees will learn a simple **'easy to use'** process that allows them to take the **'selling'** out of sales. We do this through a combination of interactive lecture and real **'doing-it'** role-plays. We use real client information so that each participant learns to apply the skills relevant to them in their own world!

The workshop consists of the following modules:

- Consultative and Added Value Relationships
- Sales Call Structure and Planning
- Diagnosing Client Needs
- Qualifying Opportunities
- Presenting the Benefits of Your Solution
- Handling Objections
- Getting Commitment and Closing

BENEFITS TO ATTENDING

The benefit of this two-day workshop and the proven methodologies, skills and tools is increased confidence, success, and fun in all your business development opportunities.

ABOUT CURT SKENE

At Microsoft - he grew his business from $800K to over $36M. They voted him best in the world! As President of ExecuTrain - he won four worldwide awards for business development and sales growth. At BrainBuzz Inc. - he grew his monthly revenues from $80K to $210K in his first six months. **Curt is an expert on helping businesses grow.**

Curt is currently a featured columnist for Sales and Incentive Magazine and Workplace News.

This workshop is perfect for Service Professionals who want to develop more business.

WHAT OTHERS HAVE SAID!

"Your workshop is a must for all of our Practice Managers. It is simple, straightforward and it works!

P. Murray
Eastern Region Manager, Gartner Lee Environmental Engineers

"You made the concept of selling extremely easy for our technical professionals to grasp. I am very pleased with the program and the results I have seen!"

J. Sheehan
Vice President, StemCell Research

"Much better than previous training I have taken. Material very relevant and well delivered. I expect happier clients and much better sales results. I recommend for all senior consultants and above."

N. Kelly
Partner, KPMG.

"This is by far the best non-technical training course I have ever attended, and I have been on many. The Questioning , Listening and Needs Diagnosis tools will make an amazing difference in my relationship building."

S. Moffatt
Channel Manager, Oracle

"I am usually pleased when I take a little away, but this course gave me more than that! Incredible! Made me want to push myself! Your style—helping—coaching etc. added to this 10+ rating."

K. Zaremba-Pasieka,
Business Services Manager, IBM

"This is 'head and shoulders' above any of the training I have taken in the past twenty years. Intense and stressful, but well worth the effort!"

E. Pandke
Mgr. Corp, Sales and Marketing, Royal Bank

This program is licensed through Effectivation Inc.

Curt Skene
Keynote Speaker   Seminar Leader   Business Coach
Email: curt@aahhah.com Website: www.aahhah.com Tel: (905) 814-1776

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Program Agenda (2 Day Format)

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NOTE: Each student receives a program workbook and a toolkit of forms they can use in planning their future meetings. A typical program starts at 8:15 and ends at approximately 4:30. There will be a one hour lunch break and two 15 minute breaks provided each day.

Day 1	Day 2
Introduction and Overview to Consultative Relationships	**FACILITATED ROLE PLAY # 2 (cont)** **ROLE PLAY FOCUS:** Need Diagnosis and Need Clarifying
Meeting Plan and Call Structure	**Presenting Client Benefits**
FACILITATED ROLE PLAY # 1 **ROLE PLAY FOCUS:** Meeting and Call Plan Structure	**Objection Handling**
Need Diagnosis	**Closing and Commitment**
Clarifying Needs	**FACILITATED ROLE PLAY #** 3 **ROLE PLAY FOCUS:** Present Benefits, Objection Handling and Client Commitment
FACILITATED ROLE PLAY # 2 **ROLE PLAY FOCUS:** Need Diagnosis and Need Clarifying	

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PROUD TO BE PROVEN

The **EFFECTIVATION MODEL** has been in use for over 25 years and has been adopted by thousands of clients worldwide. On average our clients estimate a 10-15% improvement in their business.

SIMPLICITY IS NUMBER ONE

The number one reason companies partner with Effectivation is its simplicity. The program teaches an easy to learn six step approach to planning, organizing and leading productive "Business Generating" meetings.

BEGIN WITH THE END IN MIND BUT THROUGH THE CUSTOMER'S EYES

The **EFFECTIVATION MODEL** teaches how to take a specific desired outcome and position it in a way that the customer feels the focus is on their business. This program teaches how to achieve your goals by identifying specific customer needs.

PRACTICE MAKES PERFECT

Nearly 50% of the instruction time is dedicated to letting the participants practice all of their new skills in a real world environment. Because all of the role plays are done with a certified instructor the participant will get the benefit of practice along with personal one on one coaching.

TEACHING FROM EXPERIENCE

Every one of the Effectivation Instructors have at least 20 years of sales and management experience and that knowledge is shared throughout the two day program. Each participant will learn practical skills that are reinforced with relevant industry expertise.

TRAINING WITHOUT BOUNDARIES

Unlike most courses that finish at the end of the day at EFFECTIVATION we stick with you until the skills are applied and adopted. With every program taught there is a complimentary 60 day follow up session to review program implementation. On top of this all participants are invited to phone or email questions to their instructor. As well, customers may choose our ongoing consulting service so that they can draw on our expertise in planning and developing business opportunities. Customers can use the consulting services to role play critical meetings, brainstorm a meeting plan or discuss client strategy.

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Participants of this program will receive the following benefits:

- Develop an ability to hold more productive "Business Development" meetings by learning a proven step by step process for planning and conducting meetings.
- Develop an understanding of all of the activities that might be going on in the customer's world so that the meeting can be positioned correctly.
- Develop a skill for creating powerful attention grabbing opening statements (the client WIFM) so that the customer is inspired to listen and put aside all other interest.
- Develop an approach that puts the customer first so that the meeting is focused on customer specific needs and issues.
- Develop a format for asking questions that engages the customer and gets them to talk about their business and their challenges especially in areas where you can help them.
- Develop a real time approach for clarifying customer statements so that the real issue is better understood.
- Develop a formula that links the customers problem with your solution so that they want to take action.
- Develop a formula for presenting benefits so that fewer options are required but the customer sees a solution that is custom built for them.
- Provide a methodology for handling objections so that you can overcome real customer issues.
- Develop an approach to closing the opportunity so that you get your desired outcome.

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CLASSROOM FORMAT
The class is 50% instructor led interactive discussion and 50% facilitated role play directed by a certified instructor. All role play is designed using real client information allowing each student to practice in a real world environment. The best classroom setup for the program is U-Shape.

CLASSROOM SIZE
Our suggested format is a class made up of 10 participants with two instructors (5:1 ratio). By using a third instructor we can accommodate groups up to 15 participants. If you wish for larger classes then we can modify the format but not everyone will have the opportunity to participate in the facilitated role play.

FOLLOW UP SUPPORT
After the class each participant will receive a softcopy version of all of the tools taught and used in the class. At 90 days a follow up call or visit is arranged with all participants to refresh and review the use of the tools. A reasonable amount of email support is provided at no charge.

PREWORK/HOMEWORK
Each participant will be asked to provide a brief client overview (form provided) of an account they want to work on during the class. Our instructors will do their best to provide a realistic environment based on this information.

ADDITIONAL REQUIREMENTS/SUGGESTIONS
- The client is required to provide a classroom for the workshop and breakout rooms for the facilitated role play exercise. Each group of 5 will need a separate breakout room. The main classroom can be used as one of breakout rooms.
- The client is required to provide an LCD panel for the main classroom and a flipchart for each room.
- It is suggested that the client provide lunch and snacks for the two days in order to keep everyone in the classroom and involved in the program.

ONGOING SUPORT PROGRAM
For a small monthly fee one of our instructors will be available for ongoing telephone/onsite support and instruction with the participants. Support includes program review, meeting plan clinic, presentation preparation and review, proposal review and sales strategy questions. Our team is also available to participate in sales meetings and business development sessions.

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