Optimum Associates

Equipping Leaders to Optimize Performance

Sales Training Program

Developing Essential Skills to Maximize Sales Performance

OVERVIEW

Based on over 30 years of experience and thousands of training engagements, Optimum Associates offers a proven and robust training program to help sales professionals achieve peak performance.

The program is designed to enable sales professionals to develop critical skills, strategies, and self-awareness which will positively impact their performance and career progression. The program includes a multitude of tools to help sales managers and representatives succeed in any environment.

This program applies to all levels of sales roles with easy-to-learn and easy-to-use concepts and principles, allowing your entire team to evolve together no matter the experience level.

WHY OPTIMUM ASSOCIATES?

Optimum Associates' Chairman and Co-Founder Dr. Marty Seldman is often referred to as one of the world's most accomplished trainers and coaches. He has worked with thousands of leaders globally, including many in sales positions. He has witnessed first-hand what it takes to succeed in the world of sales, and has leveraged this knowledge to create one of the industry's most compelling and unique sales training programs.

Over the years, he has refined the skills and techniques taught in this program so that they are sophisticated but also easy to learn and use. Participants will be able to integrate the skills into their day-to-day lives immediately, resulting in quick and visible progress and behavior change.

Marty has also co-authored several books, including ***"Customer Tells: Delivering World-Class Customer Service by Reading Your Customers' Signs and Signals"*** with fellow Optimum co-founder John Futterknecht and Vice-President Dr. Ben Sorensen. Many of the concepts and strategies found in the book are taught as part of the sales training program.

TRAINING

Our goal is to inspire people to act: it's not what you learn that brings success, but what you do with what you learn. We are recognized not only for our ability to teach proven, practical, and easy-to-use skills, but also for our ability to help participants incorporate the skills into their daily lives. In order to build the most relevant sales training program that will keep participants engaged and address their actual needs, we have separated the skills into several modules, focused on specific competencies which are critical to sales professionals. When combined, our modules offer a robust curriculum for your entire sales force, while simultaneously addressing the challenges of each unique sales role. We are also committed to delivering the training in a style that is a reflection of your company by incorporating your corporate culture, your identity, your values, your competitive environment, and your goals and problems to achieve the maximum impact.

These training modules are delivered in a classroom environment. Participants obtain workbooks containing sophisticated learning exercises and case studies.

Module 1 – The Selling Foundation: The Power of Customer Tells

- Listening Skills
- Reading Tells
- In the Moment Tells
- Customer Tells
- Golden Rule To Platinum Rule

Module 2 – Mental Toughness

- Emotional Management - Cultivating High Performance Emotions
- Managing Stress
- Self-Talk
- Mindset of a Coach
- Spotting Ability and Identifying Strengths

Module 3 – Becoming a Trusted Partner

- Working Trust/Building Trust/Trustbusters
- Understanding the Customer's Cognitive Process - Biases, Logic and Limbic

Module 4 – Discovery and Solution-Based Selling

- Identifying Needs and Personal Priorities
- Product Knowledge and Presentation
- Features to Benefits
- Dealing with No

Module 5 – Sales Savvy

- Stakeholder/Decision Maker Access and Buy-In
- Network Mapping and Development
- Analyzing Success
- Understanding the Scorecard
- Managing the Buzz
- Sales Success Vocabulary
- Closing

Module 6 – Priority Assessment and Sales Assessment

- Law of Diminishing Returns and Law of Gradual Change
- Work/Life Alignment
- Minimums

Module 7 – Managing the Salesperson (for managers only)

- The Mindset of a Coach
- Identifying Biases
- Developing Team Members through Camera Check Feedback
- Creating a Feedback Rich Environment
- Maximizing Team Output While Minimizing Conflict

COACHING

For individuals requiring on-going support and further development, Optimum Associates offers one-on-one coaching. Our coaching includes customized support to help individuals commit to excellence and take measurable actions to improve their performance.

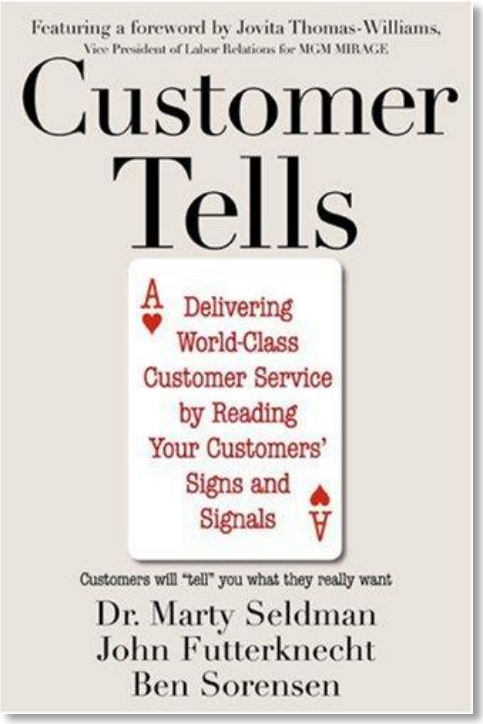
The coaching process is tailored to the needs of the organization and participant. Coaching engagements may include a 360 analysis, assessments, one-on-one coaching sessions, customized action plan, and up to six months of follow up calls and support.

WEBINARS

We offer a variety of live sales training webinars as part of this program. Webinars may be used as a method to deliver a training module, or they may be used simply as a refresher to help participants along the process. There are opportunities for participants to ask questions and provide feedback during the sessions, resulting in an interactive learning experience. Participants receive a copy of the slide deck prior to the scheduled webinar. All webinars are recorded and made available on-demand as needed.

BOOKS

Clients have the option to provide participants with our sales and customer service focused book entitled “Customer Tells”, written by Dr. Marty Seldman, John Futterknecht, and Ben Sorensen. The book offers individuals an opportunity to deepen their understanding of how to read customers and to understand their own communication styles. We also offer other books related to leadership, collaboration, and enhancing performance which may be relevant.



Contact Optimum Associates today for more information.
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