



EXPECT TO WIN

PROGRAM LENGTH

1.5hrs - 4hrs (based on how much of your current sales process is infused into the seminar)

PROGRAM DESCRIPTION

EXPECT 2 WIN is a Sales Training Seminar that is designed to enhance not only the science of effective selling through use of specific tactical and strategic selling tools and processes, but to do so by emphasizing the need to have a winning mindset at the same time. The reason is simple; People who EXPECT TO WIN will win more often than those who don't. Great scripts are not now, nor will they ever be enough to get salespeople to the next level of success. When you infuse great tactical strategies like sales scripts and talk-paths with "EXPECT TO WIN" mindset, the result will always be higher sales production, commissions, and overall job satisfaction. This seminar will make considerable use of role-play and practice to help participants engage and learn the strategies and techniques being taught.

PROGRAM OUTLINE

- I The Genesis of Expect to Win
 - Tom Gray and 100% Close Ratio
 - If you don't Win, you may not be the only one that loses

- II Why People Push Back on Scripts
 - "This doesn't sound like me."
 - "Do I have to read this?"
 - "What if the prospect says something not covered in the script?"
 - If not scripts, then what?

- III Introducing the concept of the GPS
 - Begins with a talk-path as a starting place
 - Prioritizes the desired destination
 - Gives a sense of more individualism and freedom
 - Allows for a more rapport-based conversation

- IV Building Rapport Quickly and Effectively
 - Active listening
 - Taking notes
 - ABQ (asking better questions)
 - Talking less. Listening more.
 - Practicum/Role Play

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PROGRAM OUTLINE (continued)

- V The “4+4” of Effective Story Telling
- Facts Tell. Stories sell.
 - 4 characteristics of every effective story in a sales conversation
 - 4 things that every effective story does in a sales conversation
 - Practicum/Role Play
- VI Objection Handling
- If you’re trying to overcome objections, you’re missing the mark
 - A very different way of thinking about objections
 - The 2 things you should ALWAYS do when faced with an objection
 - Practicum/Role Play
- VI The EXPECT TO WIN Close approach
- 2 positive options
 - Practicum/Role Play
- VII Reduce the “Ghosting” Experience
- The word that should always come up when you have to have a follow up conversation
 - Sending reminders
 - Bluntly asking this question, with a sense of humor
 - Practicum/Role Play
- VIII The 93% Rule
- What people really listen to determine likeability and trustworthiness
- IX Q&A and Wrap-up