

SALES LEADERSHIP ... without *Stress!*

A 2-day seminar

Designed for managers
who interface with external
or internal customers

Benefits

Communication Skills

- Eliminate sources of upsets in dealing with others
- Become aware of one's own inter - personal communication habits and their impact
- Expand creativity
- Learn to disagree agreeably

Team Building Skills

- Identify "hidden agendas" that interfere with clear communication and cooperation
- Develop attitudes and skills that create and nurture long lasting and trusting relationships with others
- Exceed your own expectations

Stress Elimination

- Eliminate stress in business and personal relationships
- Eliminate the tension caused by seemingly contradictory goals and objectives



Cole Baker is president of the Compo Group. Over the past 25 years Mr. Baker has held positions ranging from field Service Engineer through President and Chairman of the Board of five High-Tech companies. He has taught psychology and philosophy at the university level, and has been featured on network talk shows.

COURSE CONTENTS:

I Introduction and Keeping Commitments

- The value of interpersonal skills on job performance
- Developing a "bond of trust" with others

II Right/Wrong Game

- Dealing with argumentative people
- Giving others acknowledgement
- Calming customers
- Recognizing one's own tendency to argue and learning to disagree, agreeably

III Dominate Game

- Dealing with those with the need to be acknowledged as being important
- Dealing with angry customers and learning "therapeutic listening" to calm them

IV Avoid Being Dominated Game

- Dealing with customers who distrust sales people
- Recognizing and managing one's own resentment of powerful people
- Alignment vs. agreement
- Keeping Commitments
- The value of initiative and persistence
- Distinguishing commitments and goals

V Win/Lose Game

- Expanding professionalism
- Providing clearer communications
- Alignment vs Agreement
- Identifying the real objectives in partnering
- Finding Win/Win solutions without "giving away the store or "selling out" the company

VI Impacting Others - DAY # 2

- CARE - avoiding the perception of indifference
- Enthusiasm - Energizing others (it's contagious)
- Self Confidence - Dealing with top managers
- Sincerity - Giving "bad news" without upset
- Forcefulness - Making things happen and using lateral thinking to find creative solutions

**The
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