

# ADVANCED SALES WORKSHOP without stress

A two day Interpersonal Relationship Seminar that fosters loyalty, trust and commitment while promoting self confidence and the ability to create extraordinary relationships with customers

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## DESIGNED FOR

Sales managers and sales representatives who interface with customers

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### Benefits:

#### Improving sales productivity

- Learn strategies to unlock stuck situations
- Become aware of one's own interpersonal communication habits and their impact
- Understanding "need creation" selling
- Utilizing the issue of upsets in negotiations

#### Partnering with customers

- 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
- Inspire others to exceed even their own expectations

#### Stress Elimination

- Eliminate job stress and upsets that interfere with the sales process (cold or high level calls)
- Eliminate the tension cause by seemingly contradictory goals and objectives
- Handling change with aplomb



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. Throughout his career Mr. Baker has pursued a study of the "Hidden Agenda Factor" in communications. He has taught psychology and philosophy at the university level, and has been featured on network talk shows.

### Course Contents:

#### INTRODUCTION

- The value of interpersonal skills in sales
- Objectives and preview of workshop

#### COMMUNICATION SKILLS

- Enhancing your communication style
- Listening beyond the words
- Communicating with hostile people
- Turning a negative situation positive

#### PERSONAL EFFECTIVENESS

- Dealing with upsets-yours and theirs
- Change-affecting it and accepting it
- Handling frustrated expectations
- The value of enthusiasm in influencing
- Expanding self confidence
- Sincerity-the value of being "up front"
- Forcefulness-making things happen
- A new look at win-win "games"
- Developing a "bond of trust" with others
- Utilizing lateral (creative) thinking

#### STRATEGIC SELLING

- Team building with your customers
- Identifying buyer Influences
- Handling high level contacts
- Avoiding the problem of "end runs"
- Determining the reality of situations
- Dealing with the hidden agenda



250 Post Road East, P.O. Box 449  
Westport, Connecticut 06881  
Tel. 203.222.1335 Fax. 203.227.5669  
email: cole@compogroup.com  
Website: www.compogroup.com