

**2 Day Programme**

**The  
“Advanced Sell & Prosper”  
Seminar**



**THE PROSPER GROUP**



# The “Advanced Sell & Prosper Seminar

This programme will assist experienced salespeople to new levels of achievement in every phase of selling and negotiation. The main focus of the programme is to explore the consultative sales process and to develop a “Partners in Profit” principle.

The Advances “Sell & Prosper” Seminar covers four main subjects: two-way communication, powerful presentations, sales psychology and sales negotiation. It is advanced because it focus’s on selling as an ongoing process as oppose to selling a specific product or service.

It is widely excepted nowadays that competition is becoming more intense and products are becoming more alike, so developing the ability to build and maintain rapport with a wide range of decision makers is paramount. To this end the programme assists delegates to develop specific action plans with selected customers.

For salespeople who are really serious about developing and maintaining a “Partners in Profit” approach with their customers - this programme is a must!

## CONTENT

### **The Principles of Relationship Selling**

- Transfer of Training
- The Relationship Model of Selling
- The Sales Cycle.

### **Process and Portfolio Selling - “Partners in Profit”**

- The Life Cycle of a Client.
- The Strategic Selling Process.
- Outlining the Time Line.

### **Advanced Rapport Building Skills.**

- The Power of Perception
- Identifying Buying Styles.
- Motivating differing Buying Styles.
- Adapting and Connecting.

### **Advanced Negotiation Skills.**

- Identifying Objectives
- Adding Value v Discounting.
- The Fall Back Option.

### **Powerful Presentation Skills.**

- The Inner Game of Presentation.
- The Need for Presentation
- Preparing the Presentation.
- Designing the Content.
- Using Visual Aids.

### **Sales Psychology**

- Understanding Buyer Psychology
- The Performance Loop
- The 5 Determinates of Success & Achievement.
- Advanced Goal Setting Techniques.
- The Power of Discipline.

## WHO WILL BENEFIT ?

- Experienced salespeople who need to broaden their knowledge and skills
- Salespeople who have started at a fast pace and are finding that process selling is highly appropriate
- Sales Managers who wish to initiate the process of “Sales Coaching”.

## WHAT DELEGATES WILL LEARN?

- How to forecast sales in a calendar year.
- How to identify customer buying styles.
- How to source profitable prospects.
- How to utilise the “Partners in Profit principle.
- How to use technology to maintain the relationship.
- How to use the power of the mind to achieve goals.

## TRAINING METHODS

Group discussion  
Individual exercises.  
Group exercises.  
Evening syndicate work.  
Case studies

One-to-One Coaching is encouraged on completion of the programme.

To receive a complimentary CD -

“**The Principles of Relationship Selling**” -  
by Jonathan Bell.

please email :

[info@prosper-group.com](mailto:info@prosper-group.com),

## SEMINAR LEADER - Jonathan Bell MIITD FInstSMM(UK)



Jonathan is a highly sought after Executive Coach, Conference Speaker and Accredited Insights Practitioner. He has coached many Entrepreneurs, Sales Directors and peak performing Sales People to new and exciting levels of achievement.

For the last 23 years, Jonathan has achieved outstanding results in the areas of Sales, Sales Management, Training and Executive Coaching. He has personally coached and trained 2500 individuals and organisations to the achievement of their challenging goals.

Jonathan is the co-author of the audio-cassette programme “Stay Motivated for Selling” and the video series The “Sell & Prosper” Coaching Programme. He has been personally coached and mentored by Dr. Denis Waitley, who is recognised as the world’s ambassador of achievement.

**Dates for “The Advanced Sell & Prosper Seminar - Jury’s Montrose Hotel, Stillorgan, Dublin 4.**

7th & 8th October 2003

Investment : €895.00 per delegate attending

All Course Fees must be paid in advance of the Programme

**BOOKING FORM**

Please book \_\_\_\_\_ place(s) on The “Advanced Sell & Prosper” Seminar -  
7th & 8th October 2003

Delegate(s) Name(s)

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

Name of Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

I enclose a cheque for €\_\_\_\_\_ (please make payable to The Prosper Group)

Please debit my Credit Card for €\_\_\_\_\_ Card No. \_\_\_\_\_  
Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_  
Address (For Billing) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_