

# YOUR SALES FLIGHT PLAN

**Dates:** June 10th, 17th, 24th, and July 8th

**Time:** 1 - 5pm each workshop day.

**Location:** Citymax – Suite 313 - #1 Alexander St. Gastown

The Flight Plan workshop was created to help take your business from the runway to take off; to allow your sales to rapidly soar and give you the tools to lead at 30,000 feet again. Remember what it was like from up there?

As a business owner are you frustrated with a lack of results?

Does chaos reflect your current sales process?

Do you feel that you have so much to offer customers, but they don't understand the value that you provide?

Is your sales team trained to ask questions and let your customers buy?

How much money did social media and the web generate for your business in 2009?

The way people and businesses are interacting and making purchase decisions has changed. Be part of the change. The Sales Flight Plan Workshop will give you the tools you need to thrive in 2010 and beyond.

## **DAY 1: SALES PROCESS DEVELOPMENT**

This day we will dive into creating a sales process map for your business. Blueprints will outline the sequential sales stages of lead generation, pre-qualification, education, opportunity management, service, and up-selling. All steps will be addressed, key measures will be provided and tech tools will be described.

You will have a clearly defined sales process map that unites your sales and marketing teams with transparent responsibilities and metrics. Technological tools will reduce inefficiencies, eliminate repetitive tasks, and increase sales.

You now have a scalable, clear-cut system to take your business to the next level. Not bad for day one.

## **DAY 2: MARKETING AND LEAD GENERATION**

Let's get our lead gen on! Today we're going to unveil the full lead generation ladder and marketing strategies that will turn your business into a qualified leads magnet. We'll show you how to create a lead scoring system that will separate the mass of leads into active or passive interest levels. We'll teach you how to use an interactive Value Presentation to close the active leads and move passive leads into a "reverse drip" system that gradually turns prospects into profit.

We've packed today with tools, scripts, and strategies to accelerate your success. Apply these strategies and double or triple your incoming leads.

Jen de Tracey from Lift Strategies will provide a powerful presentation on realizing your true financial potential using a proven 5 step marketing process, known as the LIFFT™ Process. [www.LiftStrategies.com](http://www.LiftStrategies.com)

## **DAY 3: CREATING OPPORTUNITIES AND CONFIRMING ORDERS**

What's your sales argument? If you don't have one it is safe to venture your sales have not broken the \$5 million mark yet. Today is dedicated to building your articulated sales argument using the Sales Equation Method: Engage, Educate, Qualify, and Confirm. The Sales Equation is a central communication piece that feeds into your value presentation and other marketing tools. Clear engagement strategies covered include using the phone and online platforms as selling tools, reading digital body language, and asking values based questions to elicit needs and hot buttons.

You will be given sample scripts, user guides, and technological tools to deliver presentations online and co-create the sale with the customer.

Ryan Thompson from Twinfish will present on how to create a powerful visual presentation through Prezi's and vision boards and will touch on the profitability of brand integration and authenticity. [www.TwinfishCreative.com](http://www.TwinfishCreative.com)

## **DAY 4: RESULTS MEASUREMENT AND PERSONAL CONFIDENCE**

This concluding day will leave you energized, confident and ready to attack the market with proven tools you've developed in the workshop.

Can you imagine flying a plane without an altimeter? How can you run your business without clear metrics and measuring tools? Today we identify and look at a number of key performance indicators and reporting metrics. When you have precise data at your fingertips you feel in control, confident and clear on what you need to do to lead your company to greater profits.

The final goal of today is to implement the measures and performance based accountability to create a results driven culture. In addition we will touch on the personal and professional attributes needed to be a successful sales person and entrepreneur. We have an amazing guest speaker delivering an engaging talk on the Power of Confidence. [www.PhilipMcKernan.com](http://www.PhilipMcKernan.com)