



Growth Dynamics has been training sales professionals for more than 20 years. We have found that professionals adopt major behavioral changes best when trained via short lessons, occurring over a longer period, accompanied by supportive one-on-one coaching along the way.

This intensive, 7-month program will help position you as a trusted consultant to customers and prospects. You will learn to assess key behaviors and adapt your communication style to achieve efficient information gathering. Our proven process will optimize your time and effort towards opportunities that fit your value proposition and close themselves.

Classroom Sessions: Group training where you will learn the essentials of:

- **Mindset** – *How you think* about sales success is much more important than what you know about features and benefits of your offering.
- **Activity** – Sales is a game of numbers: the variable is you and how you generate those numbers.
- **Process** – A methodology to uncover and learn powerful information from your prospect regarding his real reason to buy. This includes a toolbox of consistent and reliable tactics to create and maintain control of the sales call.

Weekly Coaching: Training sessions are reinforced with weekly email communication between participant and instructors to address individual challenges and ways to succeed.

WHO SHOULD ATTEND?

- Experienced salespeople looking for better performance
- New salespeople who want to learn how to sell effectively
- Smaller sales teams with one to nine members looking for a team program
- Small business owners with sales responsibility that want a proven process
- New hires joining organizations that already have been trained in the High-Performance Sales Program

PROGRAM FEES: \$5950.00 per person

Registration fee includes:

- 7 full-day interactive coaching sessions
- Printed & electronic training curriculum binder
- Weekly coaching email & podcast delivered on Monday mornings
- Behavior and communication assessment with one-on-one review
- Unlimited on-demand coaching during the course (must be scheduled)
- Catered lunch, snacks and coffee

5% discount for two attendees

10% discount for three or more attendees

SESSION DETAILS:

Each session will run 9-4 and includes a catered, working lunch.

Sessions are held at West Chester University's Graduate Center located at 1160 McDermott Drive, West Chester, PA.

October 5, 2023

November 2, 2023

December 7, 2023

January 4, 2024

February 1, 2024

March 7, 2024

April 2, 2024