



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 sessions, 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 tool box 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:** \$4,500.00 per person

Registration fee includes:

- 7 in person full-day classes
- 12-months of coaching (6 months during the program, 6 months after)
- Unlimited scheduled individual coaching sessions
- Training Curriculum Binder with all program notes (electronic and printed)
- Weekly Coaching via “Monday Morning Manager” email
- Personalized online assessments of yourself, providing deep insights into your strengths, behaviors, and motivators
  - “Behavior, Motivations, and Emotional Intelligence Report” from TTI, Inc.

5% discount for two attendees

10% discount for three or more attendees

**2024 Program**

| <b>Curriculum:</b>                                                              | <b>Date</b> |
|---------------------------------------------------------------------------------|-------------|
| Class 1: Buyer/Seller Relationship, DISC                                        | May 2       |
| Class 2: Motivation/ Managing Expectations                                      | June 6      |
| Class 3: Managing Discovery/ Managing Info:<br>Presentation and Negotiation     | June 27     |
| Class 4: Managing Proposals/ Selling with DISC                                  | Aug. 1      |
| Class 5: Role Play, Territory Management<br>and topics TBD based on class needs | Sep. 5      |
| Class 6: Advanced topics: Discovery,<br>Prospecting Professionalism             | Oct. 3      |
| Class 7: Final Class: Recap, goal setting<br>and moving forward                 | Nov. 7      |