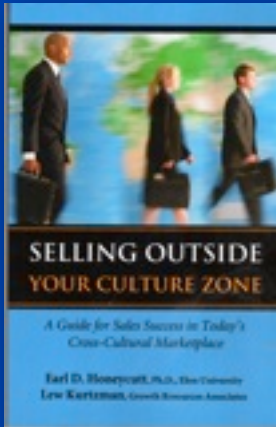


Changing Times



SELLING OUTSIDE YOUR CULTURE ZONE

by Lew Kurtzman and Dr. Earl Honeycutt
Read, Learn and Sell to a rapidly growing immigrant population.

NEW WORKSHOP SELLING YOUR SCIENCE

Sell your product or product and services to scientists and engineers.

<http://www.grasolutions.com/SYS.html>

IT'S YOUR WORKSHOP

Why spend money on worn-out, off-the-shelf training?

GRA produces tailored workshops to meet the exact needs of business managers. We consider **time allocation, budget** and **content** before presenting the proposal for your approval. Call today to discuss your requirements and objectives. There is no obligation.

910.617.1817

Save Time > Save Money > Make More Sales

Short Sessions - IMPACT SALES TRAINING

Sales training comes in many forms. There are books, cd's, seminars, workshops and one-on-one coaching. All of these have merit to help people to improve their selling skills. But how many of these effectively get to the heart of the matter? That is, do these training sessions actually train salespeople to sell in today's business climate? This is a climate that is fast-paced, budget-oriented and efficiency-charged.

The Problem

As a sales manager, you have the responsibility to keep your sales team up-to-date on the most effective selling skills. However, you are faced with the dilemma of spending valuable selling time on training, or keeping your team members in the field without interrupting their busy schedule. In the current business climate, time spent away from customers is difficult to swallow. A two or three day sales training workshop ties up an entire week, considering classroom and travel time.

Saving time and money is paramount in a slow economy, so sales training is often put on the "back burner." The problem here is that without the training, bad habits are left unchanged and time in front of customers is wasted due to lack of up-to-date skills. Many sales managers must rely on the training they received in a past era. Those were the days of "trial closes" and clever, yet adversarial, closing techniques. Training sales professionals in the old, worn-out peddler methods results in wasted time, and, wasted money. What can be done to train sales pros to be productive without wasting time and money?

The Solution

When time is scarce and budgets are tight, training sales team members is a challenge that requires efficiency and cost-effectiveness. Skills learned in training sessions must be effective immediately following the session. Rather than trying to cover too much ground with a full sales training workshop, why not work on the few skills that will have the most impact on sales? This can be done by listing the improvements that need the most attention. Then select the one or two skills areas that you want to stress the most. For example, if you've observed that many members of your sales team are not qualifying with pertinent and purposeful questions, then perhaps Questioning Skills would be the subject of your **Impact Training Short Session**.

Taking as little time as possible for **Impact Training** is crucial. Long sessions keep sales people away from customers where business takes place. Skills must be applied immediately after the training session. Management reinforcement of the skills is also a key factor for successful application. Without coaching and feedback, it's difficult to know if the skills are being used effectively. While the sales results will be the true measure of success, the results won't be achieved without accurate feedback. In a short time, the skill set will become second nature and it might be time to reevaluate other skills needing improvement.

GRA Short Sessions allow sales managers to provide their teams with **Impact Training** for a fast return on the training investment.

“I got one from a competitor using the skills that I learned. Thank you.”

Laboratory instrument sales professional

GRA Short Sessions

To make the optimal use of time, GRA has developed a new set of training modules. These half-day **Short Sessions** are focused on a specific set of selling skills. **Short Sessions** are fast-paced and interactive. There is no time wasted on irrelevant drills nor old, worn-out clichés. **GRA Short Sessions** address the most pressing and current issues. As a result, participants are equipped to leave the classroom with new insights about how to approach buyers at specific times during the sales process.

Impact Training Method

GRA Short Sessions are meant to have an immediate impact on sales. This is **Impact Training**, a unique GRA method that stresses the importance of applying the skills right away. Unlike full sales training workshops, **Short Sessions** do not cover the entire gamut of selling skills. **Impact Training** provides participants and managers with a sense of urgency to apply the skills. Of course there are no magic formulas to sales improvement, but participants will feel more confident being equipped with the knowledge to make the necessary adjustments to make more sales.

Short Session Topics

Sales managers may select the topics to be covered in their **GRA Short Sessions**. Each **Short Session** is customized to align with corporate values and market segment. This ensures that no time is wasted on generalities or “seminar grade” exercises. Prior to a **Short Session**, GRA works closely with sales management to select the most relevant topic matter.

Suggested topics include:

- **Credibility Skills**
- **Questioning and Listening**
- **Presentation Skills**
- **Negotiation Skills**
- **Overcoming Resistance**

Budget Minded Training

GRA Short Sessions are intended to meet budget requirements in a weak economy. Instead of paying for several days of training at a time, you pay a nominal fee for each **Short Session** and a low attendance fee for each participant. **Short Sessions** are limited to ten participants staying tuned into the agenda at hand. If more than one **Short Sessions** are required, budget considerations are factored into the overall training cost structure.

Meeting Friendly Training

GRA Short Sessions easily can be scheduled for any time slot at sales meetings. They are topical so they can align with the theme of any meeting. **Short Sessions** are motivating, resulting in enthusiasm and exchange of ideas for practical application after the meeting. When people feel that they are learning, they tend to perform better. The **Impact Training** method of **GRA Short Sessions** launch sales professionals into high performance mode with renewed excitement and energy.

Call GRA today to discuss your selling skills improvement needs. We will gladly assist you with your plans for productive sales training.

910.617.1817

GRA offers a free Training Starter Kit to help managers to make decisions about training content. There is no obligation to schedule a GRA sales training event. To receive your Starter Kit, call us or e-mail at:

grasolutions@ec.rr.com

GRa
Growth Resource Associates

www.grasolutions.com

SCHEDULING

To schedule a GRA workshop, call **910.617.1817** to discuss your training objectives and requirements. Once the critical training needs are outlined, workshop content is laid out. GRA works closely with clients to match content with corporate values and culture. Workshops are conducted only after client approval of the content and presentation materials.

Workshops must be scheduled at least one month in advance.

Head Coach



LEW KURTZMAN

Lew has been coaching and training managers and sales professionals for over thirty years. He founded GRA in 1993 because he was dissatisfied with ordinary, off-the-shelf training programs.

Lew spends much of his time researching real world business situations and applies his findings to every GRA workshop. This ensures that all training content is up-to-date and realistic.

The critically acclaimed book, *Selling Outside Your Culture Zone*, has been developed into a new GRA workshop. Call today for info.

NEW GRA Short Sessions

Save Time /Save Money

Make More Sales

Call now for details

910.617.1817