



Beyond Referrals Selling Professional Services One Day Seminar 2015

A combination of lectures, group discussion and group and individual activities.

This one day program is designed to improve the personal selling skills and confidence in consultants with new sales responsibilities.

8:45 Arrival and Coffee Service

9:00 Selling Expertise – An Overview

- Positioning A Professional Services Practice:
Defining, Communicating and Proving Your Expertise
- Why Positioning on Expertise Matters to Buyers

10:00 Understanding, Assessing, and Responding to B2B Buyer Behavior

- Understanding the Stages of Buying
- The ANTB Method to Identify Early vs. Late Stage Buyers
- Appropriate Goals and Effective Responses for Early vs. Late Stage Buyers

12:00 Working Lunch & RFP Discussion

- Making Better “Go-No Go” RFP Decisions
- Derailing RFP Competitions
- Optional: Oxicon Reviews

1:00 Measuring Professional Services Business Development Activity and Progress

- Key Performance Indicators of Sales Success
- Identifying Your Firm’s Sales Success Metrics
- Structuring the Sales Meeting

2:00 Lead Generation Activities for Consulting Professionals

- Creating Your Personal Lead Generation Plan
 - Social Media Platforms
 - Original Data/Research
 - Paid Advertising/PR
 - Industry Leadership (speaking, writing, teaching)
 - Networking and Referrals

3:30 Closing Skills for Consulting Professionals

- Closing Styles Appropriate for Consulting Professionals
- Overcoming Consulting Based Objections
- Closing With Process Based Case Studies

4:30 End

Fees and Additional Options

- **Seminar Fee** - \$5,000 (CDN) plus taxes. Room rental, catering, and travel costs (if any) will be billed in addition to the seminar fee.

In Winnipeg, The Manitoba Club is available at no additional cost except for catering (catering options include in room dining with a buffet, a predetermined plated meal, or à la carte dining off the Buffalo Bistro menu).

- **OPTIONAL: Oxicon Personal Sales Motivation Profile** – An online assessment designed to illustrate an individual’s intrinsic motivational profile specifically as it relates to selling professional services. The results are used to understand the likelihood of an individual to actually do sales related activities so they can manage weaknesses and exploit their strengths. With this option the explanation and discussion of results will be built into the lunch break. \$200/person (these need to be completed approximately one week prior to the training)
- **OPTIONAL: Attendance at Sales Meetings** – Cal can attend sales meetings immediately after the training is complete to help reinforce and embed the processes into the organization and answer any questions that come from the implementation of the learning. \$250/90 minute meeting (this can be decided any time before or after the training)
- **OPTIONAL: Personal Coaching** – Cal can provide personal telephone coaching to individuals after the training to help implement the personal selling skills acquired in the seminar. \$125/45 minute session (this can be decided any time before or after the training)