

The Harraseeket Inn Seminar Program Is Pleased to Offer a Timely New Presentation....



Bob LaBrie's

Collaborative Sales & Customer Service

**(Sales & Customer Service Training for Professionals Who
Think They Don't Need to Learn How to Sell)**

Tuesday

April 20, 2010

8 AM to 5 PM

Harraseeket Inn

162 Main Street

Freeport, ME



\$149.00 per person

\$125 chamber members

Includes

Study Materials

Continental Breakfast

Hot Luncheon Buffet

Afternoon Refreshment

Call the Harraseeket Inn

direct or fill out the

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www.harraseeketinn.com

to reserve your space.

(207) 865-9377 Ext. 403

This seminar is designed specifically for **professionals who think they don't need to learn how to sell, but actually do sell every single day and for people in high-level professional selling careers.** Some examples of professions that would benefit from this seminar are: lawyers, doctors, dentists, architects, contractors, government employees & officials, consultants (of any type), real estate, financial services, technical / software sales, sales managers and sales coaches.

Seminar participants will learn a **behavioral, customer-centric, collaborative** approach to selling. Collaborative selling means working together with your client, in the form of a partnership, to achieve a common goal - satisfying your clients needs, wants and desires.

The training begins with the realization that *we all sell all the time.* Any time you have persuaded someone to do something they were not thinking about doing until you got involved - **you sold them!** As a professional, you may not have called it selling. You may have preferred to use other terms, such as: *informing, persuading, teaching, convincing, negotiating, swaying someone to your way of thinking, or even counseling.*

Advanced psychological selling skills are a significant part of this seminar. Participants will discover the importance of attaining a professional selling **mindset before** meeting with any client. They will learn how to establish rapport almost instantly through a concept called **Mirroring**. Attendees will also be taught how to discern their customer's **Communication Style and Personality Type**, so they can identify and handle different types of buyers in varied situations.

Attendees will then learn a **Six-Step Consultative Sales Presentation**. The presentation is delivered using a *customer-centric* sales format – with an emphasis on qualifying and relationship selling. Effective and accurate **qualifying** is the most critical step in professional selling, although it is usually the weakest. Attendees will also learn: (1) 12 Key Selling Points that will enhance their persuasion skills; (2) the art of asking questions; (3) conversational leading; and (4) how to sell the way their customers want to buy as part of this session.

Fully engaged sales professionals create loyal customers, so the final segment of the day is about delivering **extraordinary** customer service. This module is different than the typical ... “*how to deliver good customer service*” type of training. Attendees will receive instruction in customer service **theory, application and concepts**. It is imperative that you provide **excellent** customer service beginning with the very first contact with each customer ... throughout the entire sales process and Cycle of Service. Seminar participants will learn several specific principles and concepts required to deliver extraordinary customer service.

Attendees will leave this seminar motivated - with a new set of professional selling and customer service techniques, concepts and principles.

WHAT WILL YOU LEARN ?

- ◆ How to Become and Remain Self-Motivated in a Weak Economy
- ◆ How to Discern and Handle Your Customer's Communication Style and Personality Type
- ◆ How to Establish Instant Rapport Through **Mirroring**
- ◆ **Eight** Essential People Skills
- ◆ What Constitutes a Collaborative, Customer-Centric Sales Approach
- ◆ 12 Key Points of Persuasion
- ◆ The Art of Asking Questions
- ◆ Presenting Your Product / Service Through the Eyes of Your Customer - It's Not About You!
- ◆ People Decide and Buy Emotionally, but Justify it Logically
- ◆ You Can Not...**Not** Communicate - How to Be Congruent in Your Communication
- ◆ A 6-Step Consultative Sales Presentation
- ◆ Suggestive Selling Techniques
- ◆ Conversational Leading
- ◆ Principles and Methods of Overcoming Objections
- ◆ Closing Techniques and Principles
- ◆ How to Deliver Excellent Customer Service Both Internally and Externally
- ◆ The Concept of **Moments of Truth**
- ◆ The **CUBES** Method of Handling Grievances
- ◆ Tangible vs. Intangible Customer Service
- ◆ The Tasks vs. the Spirit of Extraordinary Customer Service
- ◆ Personalized Customer Service - the Latest Development in Customer Service

AND MUCH MORE.....



The Presenter: Bob LaBrie, President of Maximum Potential, has been in the training development field for **27 years**. He has an extensive background spanning 25 years in sales training, self-motivation, customer service and relationship building. He studied Neuro-Linguistic Programming (NLP) for the last 21 years and is certified as an **NLP Practitioner** through the **National Federation of Neuro-Linguistic Psychology**.

Bob's knowledge, training experience, and core belief in NLP resulted in the development of tried and true techniques and principles that really work. He combines Neuro-Linguistic Programming with traditional training techniques to form a *unique* curriculum that can help you (1) *maximize* your performance, (2) *achieve* your company goals, and (3) *increase* your company's bottom line. Bob gained his experience in the trenches — over the past 10 years, he has worked with individuals representing over 400 companies in 150 different career fields. This diversity of experience gives his clients a broad application base and adds tremendous value to the training provided.

Register Now! This Seminar Will Fill Quickly!