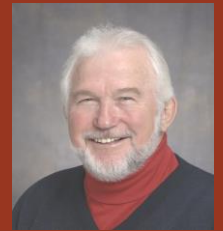


# Motivation Based Sales Strategies



## Improving your Sales Success

**Sales People who focus their efforts and learn to “connect” to their prospect’s inner motivation will guarantee their success in the future. This process matches the fast pace of today’s sales people with results that will help them succeed sooner.**

## What you will learn

- . Dealing with Natural Resistance to New Ideas
- . 4 Behavioural Styles – Selling to different people
- . 6 Fundamental Motivators – Adapting to your prospect
- . 6 Steps to Persuade Others – PAIDA model
- . 6 Influence Strategies – Meeting Unconscious Needs
- . Optional - Connecting to the Millennial Generation

## Participant Comments

*I learned more in the first hour or so than in most of the previous sales seminars that I have attended. – Andre B.*

*Based on your training, we have closed 4 recent orders worth \$5.0 million dollars. Two of these accounts were competitor strong holds, where we had a very small chance of success. My RSM’s were able to find the “HOT” buttons of these clients and they focused on them until the results were achieved. – Casey D. - Yaskawa Motoman*

**For More Info: D.K. Neely & Associates (613) 546-6532**  
[dneely10@cogeco.ca](mailto:dneely10@cogeco.ca) [www.neely-training.com](http://www.neely-training.com)

## Who Should Attend

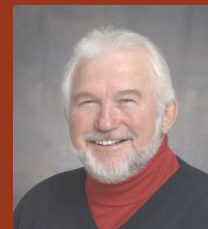
- . *Sales People, both inside and outside*
- . *Sales Managers*
- . *Service People with Sales Opportunities*

## The Facilitator

**Dave Neely** is a Kingston-based training consultant. He was a Sales Trainer for IBM Canada PC Dealers. Since 1988, he has delivered customized sales training processes for a wide variety of clients, including Kubota, Honda, and the Canadian Professional Sales Association. He will share what he has learned about how to maximize your sales opportunities.

**For Details > Page 2**

# Motivation Based Sales Strategies



## Workshop Content

### Two day version

- A. Introduction – Identification of sales opportunities
  - Preliminary presentations of opportunities
- B. Dealing with Natural Resistance
  - Strategies for Dealing with Resistance
- C. Understanding Yourself
  - 4 Behavioural Styles - the DISC Model
  - 6 Motivators – the PIAV Model
  - Behaviours and Motivators™ – Sales Version
- D. Understand Your Prospect
  - Client/Prospect’s Motivation Profile
- E. Six Steps to Persuade Others (**PAIDAY**)
  1. **P**repare and adjust to **P**eople
  2. Catch **A**ttention – W.I.I.F.M.?
  3. Arouse **I**nterest - Qualifying, Present Benefits
  4. Stimulate **D**esire - Dealing with Objections
  5. Motive **A**ction – 3 Effective Closing Techniques
  6. Ensure **Y**ou Follow Up – Within 30 Days
- F. 6 Influence Strategies – Unconscious motivators
- G. Bringing it all together – Application to real opportunities

## Optional discussion topics

Based on the time commitment, we can also cover:

- 5 Emotional Intelligence Competencies
  - . Engaging the Law of Attraction
- Selling to the Millennial Generation (GenY)
- Delivering Effective Sales Presentations.

## Unique Feature

*Insights to Success™* - Personal self-awareness tool which provides individual behavioural insights.

## Refer to sample report

<http://neely-training.com/wp-content/uploads/2015/11/Talent-Insights-Sales.pdf>

## Location/Scheduled Dates

Waiting list for Toronto, Kingston, Ottawa

## Registration

Cost \$625 + HST per person  
We accept MasterCard, VISA  
Registration/Coffee at 8:00am, Seminar 8:30 to 4:15 pm each day

In-house available at your location