

PROGRAM OVERVIEW

SELLING WITH I.N.F.L.U.E.N.C.E.™

TESTIMONIALS

"Duane's training gets measurable results! He delivers insights, distinctions, and practical strategies that get immediate and lasting results. He's also a very interactive, dynamic and engaging presenter. One of the best I've ever seen! Your people will be excited about the training experience, and walk away stronger, more effective, and ready to perform at the highest level! I highly recommend Duane for all of your training and professional development needs." - Travis Reulet, Owner - Business Development/Sales at Reulet Electric Supplies



"QSM has been working with Duane for a few years now. We've taken advantage of many of his programs. More scheduled. We can't get enough..." - Joshua M Loeske, CEO/Owner, Quality Sitework Materials, Inc.



"Duane is a training and coaching pro!! His work with the team to improve our communication, selling and negotiations skill sets has been both constructive and entertaining. The concepts and techniques he utilizes keeps our team engaged and anxious for the next workshop. -David Dyason, VP of Sales & Marketing - Swagelok Louisiana



SELL MORE OF YOUR PRODUCTS & SERVICES, CONSISTENTLY PREDICTABLY AND PROFITABLY, WITHOUT QUOTING LOW MARGINS, COMPETING ON PRICE, OR OFFERING DISCOUNTS, JUST TO GET THE BUSINESS

OVERVIEW

If your salespeople are selling on price, quoting prices too low or offering unnecessary discounts, just to get the business, chances are they are killing your margins, your profitability and their commissions. This program is designed to help new, experienced and veteran salespeople sell more of your products and services, consistently, predictably and profitably, without being commoditized by potential buyers, and forced to compete on price, in a "race to the bottom." As a sales leader, this program will help you and your sales team boost lagging sales immediately, and produce consistent sales growth, long-term. As a sales leader, you'll see an immediate and lasting increase in your overall sales and profitability, month over month, and year over year. You'll also see a 10x ROI when you invest in this program, GUARANTEED, or your money back.

WHAT YOUR SALESPEOPLE WILL LEARN

Selling With I.N.F.L.U.E.N.C.E.™ is designed to meet your company's unique circumstances and objectives. However, some examples of the materials and topics that are most commonly included in the course are listed below.

SELLING WITH I.N.F.L.U.E.N.C.E.™ COVERS:

- From leading customers and prospects to make the right buying decisions, to adding aligned value to the buyer's business, to negotiating win-win outcomes — attendees will learn and understand the core principles of influence that lead to immediately boosting lagging sales and achieving ongoing, sustainable sales growth.
- How to turn even the toughest prospect into a curious, active and willing buyer who actually closes the sale for you.
- Secrets to getting first impressions right each and every time and lead the way to a successful outcome
- Fine-tuning sales presentations to focus on what really matters to your prospective clients, and connecting the dots so they really "get it"
- Selling the benefits in a fresh and exciting way that compels the buyer to act now
- We'll share innovative tips, techniques and strategies that lead to successfully closing more sales without having to have the best price, or give away the farm, just to get the business.
- How to implement our innovative tips and ideas into an immediately actionable plan

THE BENEFITS OF SELLING WITH I.N.F.L.U.E.N.C.E.™ FOR YOU SALES TEAM AND YOUR ORGANIZATION

Your sales team is your company's greatest asset and essential in achieving your business goals and targets. By enhancing their skill set with the Selling With I.N.F.L.U.E.N.C.E.™ program, you are setting them up for success and improving the odds of excellent business results. The benefits of taking this course are numerous and specific to each company. However, we commonly receive feedback about these particular benefits:

- A boost in business and profits due to higher closing rates
- Your organization is represented by a professional team which boosts your organization's 'name' and reputation
- Thanks to their new skills, your sales team will be more confident and happy.
- No more stress, no more burnout
- Higher levels of repeat business and more consistent sales growth, thanks to improved customer relations.
- Increased volumes, fewer refunds and complaints and higher levels of customer satisfaction translate as better results

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I took to action and followed upon just one simple suggestion Duane gave me in our workshop, and I was able to close \$120,000 of business with just one client! I can't wait to use the rest of what I learned in the months and years to come." - Keisha Vaughn, Sales Professional, Entrepreneur and Learning Specialist



"Duane puts his entire soul into everything he does. He's been flexible and easy to work with and is always eager for new opportunities. He's quick to learn and easy to adapt to any situation. I wholeheartedly endorse Duane." -Shelby Bybee, Competency & Development Manager, FMC Technologies



What Duane does, goes way beyond training. His strategic work sessions are interactive learning experiences, that help business owners, and their employees, solve real-world problems, in real time.

Duane's teaching and speaking style are compelling, engaging, entertaining, and infused with just the right amount of humor, to keep productive conversations fun.

I would highly recommend Duane to any business owner, or corporate executive, looking to get the most out of their employees, improve the growth and value of their business, and achieve industry leader status.

Duane has proven to be a valuable resource, partner, and an indispensable secret weapon. - Angela Polrrier, Company Owner at Acaadian House Design + Renovation



WHO SHOULD ATTEND THE SELLING WITH I.N.F.L.U.E.N.C.E.™ PROGRAM?

Sales representatives at every level can benefit from taking part in this course. The following staff are also particularly likely to benefit from Selling With I.N.F.L.U.E.N.C.E.™:

- Any of your Sales Professionals and Sales Support Staff in contact with customers or prospects such as frontline members
- All your Brand Ambassadors
- Leaders and Sales Managers
- Executive Team Leaders and their support staff

We are happy to design Selling With I.N.F.L.U.E.N.C.E.™ to meet the specific needs of your business and your team.

HOW IS THE COURSE DELIVERED?

Selling With I.N.F.L.U.E.N.C.E.™ is generally presented as an engaging, interactive and fun two-day program, however we can tailor the content to present a shorter session for conferences and events.

To ensure this program is relevant to your organization and circumstances, we undertake an initial consultation, where we assess the skill level of your attendees, address your desired outcomes and find out valuable information about your company and its current set-up.

Remember, it's your training, so you get to decide where it takes place. We are happy to teach the Selling With I.N.F.L.U.E.N.C.E.™ program either from your workplace, another venue of your choice or 100% virtually. Selling With I.N.F.L.U.E.N.C.E.™ is a two-day course.

CONVENIENT TRAINING AT YOUR PREMISES, OFF-SITE OR VIRTUAL

We can come to your office if you have the right space and facilities to host your training, or we can talk about off-site venues to conduct your training. We can even deliver the training virtually if you'd prefer, due to COVID-19 and employees safety concerns.

WHAT ARE IDEAL COURSE NUMBERS?

Our Selling With I.N.F.L.U.E.N.C.E.™ course is typically 'hands-on' so we suggest keeping numbers to a minimum of 3 and a maximum of 12 people.

This allows our trainer to interact with your entire group yet still have enough time to allow for one-to-one interactions. If your group exceeds 12, we will happily structure your training program to meet the needs of a larger audience. Please contact us to discuss your requirements.

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CLIENTS INCLUDE

- Abbott Laboratories
- SAP
- DELL Computers
- Baker Hughes
- Capital One
- Verizon Wireless
- Novartis
- Merrill Lynch
- Chiquita Brands Int'l.
- Jos. A. Bank Clothiers
- Texas Instruments
- FMC Technologies
- LONZA Pharma & Biologics
- State Farm
- Lipsey's
- Unum
- American Crew
- Bottega Venetta
- Kenneth Cole
- Michael Kors
- Supercuts

SAMPLE COURSE OUTLINE

[WE CUSTOMIZE THIS PROGRAM TO MEET YOUR NEEDS]

- Introduction and Course Objectives
- Defining Influence In The Context of Sales
- The Benefits of Infusing Influence Into Your Selling Process
- How Effectively Do You Add Aligned Value?
- How to Avoid "Selling" and, Instead, Empower Buying
- The Power of Saying 'No' to The Wrong Opportunities
- How & Why to Qualify Opportunities In/Out Early
- How to Prioritize Opportunities – The A,B,C Way
- Attracting vs. Chasing - How to Be Seen as Worth Every Penny
- Using Technology to Position, Pre-Frame and Indocinate
- Taking Control of The Conversation to Avoid Commoditization
- How to Sell with I.N.F.L.U.E.N.C.E.
- How to Build Trust, Connection and Relationships in a Virtual Selling Environment
- Ho to Sell Just as Effectively In a Virtual Selling Environment as You Do Face-to-Face
- Mastering the Art of Advanced Communication to Influence Outcomes
- Understanding How to L.E.A.D. Your Buyers to Make The Best Decisions
- The 4 Ways To Have Your Buyers Closing You
- How to Pull The Right Levers at the Right Time, For Maximum Sales Results
- How to Negotiate Win-win Outcomes for You, Your Customer & Your Company
- How to Leverage the Power of M.M.'s to Break Through Your Toughest Sales Challenges
- Dealing with Difficult Buyers
- Controlling, and Shortening, The Buying Cycle
- Personal Action Plans

SELLINGWITHINFLUENCE.COM

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