

INCREASE YOUR EARNINGS

2018 EFFECTIVE TRAINING SESSIONS FOR ALL

Effective UpSelling & Cross-Selling

February 14th, 8:30am-10am

One of the greatest services we can provide for our prospects and customers is in a selling role. Prospects and customers alike depend on us to bring new information, new ideas, problem solving tactics, and added value to our products by helping them make good buying decisions. Join Lauren Valentine to learn proven strategies & tactics to identify and win add on opportunities from your existing customers.

Key Takeaways Include:

- An understanding of what really motivates people to buy
- How to turn your features & benefits into great opportunity finder questions
- How to activate your "sales antenna" even if you are not a sales person

This session is not just for sales people! This session is applicable to ALL EMPLOYEES who interface with existing customers and may have a role in identifying opportunities to grow existing customer accounts, including but not limited to: service technicians, office managers, administrators, customer service representatives, managers, project managers, sales people, owners, designers, account managers, and more.

- What trigger words are an indicator of a sales growth opportunity
- How to qualify the opportunity from the initial conversation to close

Selling at a Premium

March 28th, 3:30pm-5pm

What differentiates those people that command a superior price? Winning at a premium is within our control even in competitive markets where the competition is discounting. Join Lauren Valentine to learn about the skill set and the mindset to sell and win at a premium.

Key Takeaways Include:

- What really motivates people to buy. (Hint: It's not "low price!")
- Seven Key Steps that will help you sell at a premium
- What you can do before the budget conversation to set the stage for premium pricing
- Key attitudes for a premium mindset
- How to differentiate yourself from the competition and demonstrate real value

Finding & Retaining Top Talent: Recruiting, Hiring, & On-Boarding

April 24th, 8:30am-10am

Have you ever struggled to find good people? Or, have you ever hired someone who then turned out to be a "false positive?" Join Lauren Valentine for a hands on session to create and learn a structured process for job profiling, interviewing, and onboarding that will help you disqualify the wrong candidates quickly and identify & retain the best fit with greater certainty.

Key Takeaways Include:

- A structured recruiting & interviewing process
- How to craft a job description that speaks to your ideal candidate
- The Interview Process: How to qualify or disqualify the candidate
- Key tools to create a customized, individual on-boarding plan

Stream Lining the Decision Making Process

October 10th, 3:30pm-5pm

Let's face it, dealing with multiple buyers & different expectations in the selling process can be cumbersome. Too often, we let the prospect's decision process unnecessarily lengthen the sales cycle. Join Lauren Valentine to learn how to uncover the buyer's decision process early on and keep control of your sale even when interacting with multiple people. Warning! This session will shorten your sales cycle!

Key Takeaways Include:

- Tactics & Strategies to get in front of all key decision makers from the very beginning
- How to regain control if you find out you are not in front of all key decision makers.
- Key questions to ask to uncover the prospects decision process and determine what is important to them.

Elevate Your Team's Performance

November 13th, 8:30am-10am

Elevate Your Team's Performance: Too often we do a good job of establishing goals and plans, and then fail to meet our objectives. Lauren Valentine will share the 7 missing elements of most people's goal-setting process and detail the steps you can take to elevate your sales and your business to the next level consistently and predictably.

Key Takeaways Include:

- How to create consistent & predictable sales results.
- Key strategic focus areas to elevate your sales & revenues to the next level.
- The top 10 sales behaviors to manage, coach, and develop.

All Classes are scheduled to be held at
CRBRA Headquarters
10 Old Plank Road, Clifton Park.

Be sure to check the calendars section of CRBRA website to confirm location.

FEES

\$20 per person per Training for CRBRA Members
\$30 per person per Training for non-members.

You must register online crbra.com-calendar
or email deedee@crbra.com.

Class size is limited to 20 so be sure to register early.