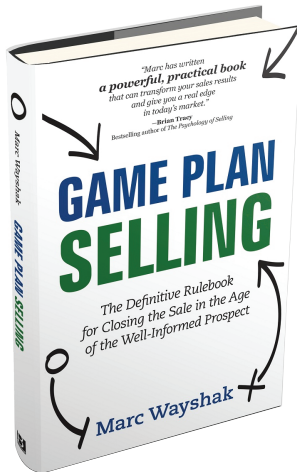


# CHAMPIONSHIP SELLING



In today's technology-saturated world, information is readily available. The Internet has changed everything for prospects—not to mention for the salespeople who hope to win their business. This new environment creates tremendous opportunity for those with the right strategy to dramatically increase sales.

As Marc shares in this program, winning the business of well-informed prospects is very similar to winning in sports. Consistent success—both in sales and on the field—requires a distinct strategy, a repeatable process and a clear plan to execute with commitment and passion.

## IN THIS HIGHLY INTERACTIVE PROGRAM, PARTICIPANTS WILL:

### Learn how to separate themselves from the competition

- Avoid the common mistakes that many salespeople have been taught to make
- Create a compelling 30-second commercial that will engage any prospect
- Know exactly how to respond to buyers' defense systems

- Understand why most prospects are turned off by salespeople
- Know what separates the top 5% of sales people from the pack
- Apply a simple and easy-to-implement formula to increase sales

### Use a powerful system to close sales more quickly and with greater frequency

- Gain the skills to connect on a deep level with any prospect
- Understand the power of non-verbal communication in sales
- Learn the specific cues to match prospects to gain their trust
- Effectively qualify prospects in a way that gives full control of the sale
- Learn to ask open-ended questions and engage in active listening
- Create a specific script of questions to ask any prospect
- Become fearless in the face of rejection
- Develop a presentation that will captivate the imagination of any qualified prospect
- Learn a low-pressure but compelling closing technique to win more business

### Develop a playbook of prospecting activities that ensure participants hit sales goals

- Regain control of selling time to dramatically increase efficiency
- Learn a fail-proof prospecting call technique that works at any level of selling
- Get more referrals than ever before with a simple referral system
- Increase the size of typical sales
- Clarify compelling sales goals that increase day-to-day motivation



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## TAKEAWAYS OF THIS PROGRAM INCLUDE:

- Maximize the outcomes of sales efforts without increasing effort
- Specific scripts that participants can apply immediately to sales interactions
- Develop a clear day-to-day plan for achieving sales goals
- Fully understand an easy-to-apply yet fool-proof system for selling
- Learn to think like a championship salesperson to optimize success in all aspects of business

## AS A RESULT OF ATTENDING THIS PROGRAM, PARTICIPANTS WILL:

- Close more sales than ever before
- Increase current average sale's transaction size
- Sell more frequently to current clients
- Know exactly how to achieve sales goals

## TRAINING STYLE:

- Engaging, interactive and high-energy facilitation
- Utilizes play and fun to keep focus and anchor learning
- Powerpoint used to stimulate all modalities of learning
- Roleplays used throughout so participants learn by doing
- Customized real-life scenarios used to create context for techniques
- Mnemonic memory techniques applied to deepen retention of material

## ABOUT THE FACILITATOR

Marc Wayshak is the author of two books on sales and leadership, *Game Plan Selling* and *Breaking All Barriers*. He is a sales expert who

created the *Game Plan Selling System* based upon his experiences as an All-American athlete, Ivy League graduate, startup entrepreneur and years of research, training and selling. Marc has established a revolutionary selling system for salespeople, entrepreneurs and companies alike. He holds a Master's degree from the University of Oxford and a BA from Harvard University.

## WHAT LEADING EXPERTS ARE SAYING ABOUT MARC'S LATEST BOOK, *GAME PLAN SELLING*:

*"In the old days, salespeople were in power because they had information buyers needed. Today, buyers are in charge because everything they need to research products, services, and companies is freely available on the web. New selling models are required. Are you playing by the new rules?"*

David Meerman Scott - Bestselling Author of *The New Rules of Marketing and PR*

*"Marc has written a powerful, practical book that can transform your sales results and give you a real edge in today's market."*

Brian Tracy - Bestselling Author of *The Psychology of Selling*

*"If you are looking to close more sales then this book is a must-read. Marc Wayshak provides a great new perspective on and a lot of usable solutions to one of the oldest challenges in selling—closing the deal."*

Suzanne Bates - Bestselling Author of *Speak Like a CEO*

*"If you want to learn how to close business deals in today's market, this comprehensive sales guide will put you ahead of the curve."*

Dan Schawbel - Inc. Magazine 30 Under 30 Recipient, Forbes Magazine Contributor & Author of *Me 2.0*

*"Game Plan Selling shows us, in a very fun-to-read style, exactly how to close the sale in a time when the rules of selling have changed."*

John Chapin - Author of the Gold-Medal Winning *SALES ENCYCLOPEDIA*