

BUSINESS
TRAINING &
LEARNING
SOLUTIONS

The High-Performance Sales Certification Program



Whether you sell B-to-B or B-to-C...sell products or services, *The High-Performance Sales Certification Program* delivers the real-world skills your team needs to achieve advanced business goals. It is the most dramatic sales-training program ever created, addressing the essential competencies that drive top achievers to success and beyond!

Effective for titled sales professionals as well as financial planners, realtors, recruiters, consultants and others responsible for influencing buying behavior.



**ROCKHURST
UNIVERSITY**

CONTINUING EDUCATION
CENTER, INC.

National Seminars Group • Padgett-Thompson

Empower Your Sales Team to Excel at Every Level!

Rockhurst University

Continuing Education Center Certification Program

This in-depth certification program includes:

- Learning modules based on specific competencies, each with precise, measurable learning objectives
- Curriculum that can be easily tailored to align with your organization's strategy and goals
- Pre- and post-tests that measure learning in each module and provide immediate feedback
- Highly interactive sessions that feature individual and group work, exercises and case studies
- Optional application sessions that help learners transfer knowledge and skills from the classroom to the workplace
- Interactive learning led by certified trainers who are subject-matter experts
- Job aids for future reference

“At first, our staff was saying ‘another ho-hum training program.’ However, after the first hour, they were captivated. They are still raving about the course.” — M. Damien, Director

CONTACT US FOR MORE INFORMATION

Contact your Training Consultant for more information on this cutting-edge program. Call 1-800-344-4613 or e-mail us at onsite@natsem.com.

With **The High-Performance Sales Certification Program** from Rockhurst University Continuing Education Center, you can train your sales team in the core competencies that guarantee the highest level of professionalism and performance.

This comprehensive, world-class program offers curriculum tailored to incorporate the specific learning objectives you have for sales professionals and managers throughout your organization. The program offers one full-day introductory module that provides an overview on Basic Sales Techniques. Nine additional full-day modules are available, each focusing on more specialized selling skills and techniques. Each of these sessions combines a half-day of facilitated learning with a half-day application session to help transfer the newly acquired knowledge to the real-world situations they face. The modules can be taken individually to sharpen specific skills. Or, participants may complete the introductory session and five additional modules for full certification.

Pre- and post-tests for each module allow you to measure progress and give you the assessment tools you need to see the results firsthand. In addition, job aids are provided to reinforce classroom learning.

All training is delivered by trainers who have been certified specifically for this program. They are subject-matter experts who utilize today's leading-edge adult-learning techniques – creating an entertaining and engaging training atmosphere that facilitates immediate implementation and application of these essential selling skills.

And all of it can be done on a timetable that you choose – from a few days to several months. This eliminates scheduling conflicts and helps your team stay focused on key clients and other critical business priorities.

Ten Vital Skill Sets That Ensure Sales Success

Drawing on the insights of well-respected subject matter experts, we have identified the professional skills that are critical for top sales performance. Core competencies in these areas are the foundation of this certification program, offering ten highly focused modules that strengthen specific skill sets your sales team needs:

1. Basic Sales Techniques
2. Prospecting, Cold Calling, Finding, and Closing New Accounts
3. Relationship and Consultative Selling
4. Negotiation Skills
5. Value-Added Selling
6. Telephone Sales Skills
7. Inbound Sales Skills
8. Handling Objections and the Difficult Sales Customer
9. Sales Presentation Skills
10. Project Management, Organization, and Time Management Skills

These programs are highly interactive, with learner participation at both the individual and group level. After this training, your sales team will possess the skills needed to maximize sales performance and productivity.

How Your Organization Will REALIZE AN OUTSTANDING RETURN ON INVESTMENT From The High-Performance Sales Certification Program

When your sales team completes this certification program, they will:

- Understand and apply the key elements of sales communication
- Increase overall sales performance by mastering the art of assertive negotiation
- Identify qualified prospects and close new accounts with confidence
- Develop more loyal, longstanding customer relationships
- Build rapport quickly with inbound callers and skillfully meet their needs
- Maximize the effectiveness of outbound telephone sales efforts
- Increase repeat sales and enhance customer satisfaction through “add-on” or value-added strategies
- Overcome the challenges of the difficult customer and transform objections into success
- Develop and deliver a more powerful sales presentation
- Sharpen organizational and time-management skills
- Challenge the entire team to achieve higher levels of sales success
- Minimize the stress associated with a sales career
- And so much more!

Guaranteed Training Means Guaranteed Results



At Rockhurst University Continuing Education Center, we take great pride in **The High-Performance Sales Certification Program** and firmly believe it is the best training of its kind in the industry. But to make it easy for you to feel confident in your training decision, we stand behind our world-class programs with an ironclad guarantee of satisfaction. Simply put, your certification training program must provide everything we've promised, or we'll refund 100% of your training investment. Guaranteed.

Contact a Training Consultant in our On-Site Training Division at 1-800-344-4613 today to find out why this certification program may be the most important training you'll ever bring to your organization!

Training Created by One of the World's Most Respected Educators!

Our Continuing Education Center is a division of Rockhurst University, part of the largest network of independent higher education institutions in the nation, and is consistently ranked as one of the top 15 universities in the Midwest by *U.S. News & World Report*.

Founded in 1910, Rockhurst is a sister school to other teaching leaders such as Georgetown and Marquette universities and is renowned for academic excellence and a commitment to ethics, justice and service to others.

As the training arm of the university, we train hundreds of thousands of success-minded professionals annually through on-site training, certification programs, public workshops, seminars and conferences. We offer hundreds of learning solutions, including topics on management and supervision, business writing, customer service, communication, time management, human resources and more.

“Not only did we learn something new, it was a very positive and humorous experience!”

**—T. Zigman,
Executive Director of Business and
Operations**

The High-Performance Sales Certification Program



Competency Module Descriptions

Basic Sales Techniques

Understand the fundamental keys to success in sales. Recognize buying signals and overcome resistance. Explore the role of personality style and how to adapt to the strengths of others for a positive outcome.

Prospecting, Cold Calling, Finding, and Closing New Accounts

Develop the essential attitude for success in cold calling and closing. Enhance listening skills. Anticipate and overcome common objections and change direction when needed during the sales process.

Relationship and Consultative Selling

Master the essential skills of building long-lasting relationships and meeting customer needs. Adopt persuasive techniques that are customer-centered and solution-driven. Learn the ongoing approaches to cultivating a customer partnership.

Negotiation Skills

Improve persuasive communication skills to ensure a win-win outcome. Discover the critical skills of adept negotiators and how to apply those strategies to build credibility and increase sales. Learn when and how to make important concessions.

Value-Added Selling

Recognize the needs and values of customers and how to address those to develop solutions to their problems. Recognize appropriate situations for cross- and up-selling. Learn how to add value and increase customer satisfaction.

Telephone Sales Skills

Identify and prioritize the strongest prospects before making calls. Open calls positively and gauge receptiveness immediately. Learn strategies to generate excitement, to close the sale, or to gather information essential to encourage a future sale.

Inbound Sales Skills

Explore the importance of a professional greeting. Discover how to build immediate rapport and use probing questions to qualify prospects. Identify products or services that will meet caller needs to enhance the customer relationship.

Handling Objections and the Difficult Sales Customer

Grasp the purpose of customer objections. Find out how to address objections confidently and professionally, bypass common mistakes and still maintain a positive customer relationship.

Sales-Presentation Skills

Discover the keys to powerful sales presentations and the importance of tailoring content to meet individual needs. Learn how to develop and organize key points to lead to a sale. Master presentation techniques that convey confidence and credibility.

Project Management, Organization, and Time Management Skills

Study the proven benchmarks of project management. Evaluate the role of stress and its effect on personal organizational skills and time management. Develop a plan to improve strategies at each point in the sales cycle.

These modules can be taken individually to sharpen specific skills. Or, participants may complete the introductory session and five additional modules for full certification.

ROCKHURST UNIVERSITY CONTINUING EDUCATION CENTER, INC.
ON-SITE TRAINING DIVISION

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