

HOW TO CREATE & DELIVER COMPELLING SALES MESSAGES!

An
In-House Seminar
Designed To Grow Sales Exponentially!

Proven, Real-World, and Unique
Techniques for Achieving
Exponential Growth in Your
Sales Results!



**FRANK
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& ASSOCIATES

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Look at these “cage-rattling” sales statistics:

- ▶ CSO Insights 2009 Compensation Management Survey shows that **52.4% of sales reps are likely to miss their quota!**
- ▶ A 2009 study showed that 53% of companies are **converting less than 50% of 1st meetings into 2nd meetings** with prospects!
- ▶ A Sales Performance Optimization Report shows that the top **20% of all sales reps generate 61.5% of company revenue!**

What is the Problem?

From my 30 years of experience, it is the failure of the sales rep to **outshine their competition and stand head and shoulders above the competition.**

You have to **outperform the competition** in every critical sales conversation.

What if This Was One of Your Sales Reps?

One of my outside roles is serving as a member of a Board of Directors of a major organization. In that role, the directors are approached for various products and services that result in actual sales presentations before the board.

During a recent round of presentations, a disturbing thought entered my mind:

“All these sales reps sound alike, act alike, and present alike!”

One person’s presentation was someone else’s presentation. They were “me too” presentations. No one clearly stood out from the competition.

Yes, they were pleasant, experienced, and knowledgeable, but they did not use “best practice” compelling techniques to pull us to their firm.

When your sales reps fail to distinguish themselves from the competition, you are left with a conversation about price. What a terrible way to sell!

CALL TODAY FOR A FREE CONSULTATION!

Call today - I will share three skills from this seminar, that your sales force can start using tomorrow, to be more compelling and to make their sales grow!

No hassle and no pressure - just some good business building conversation.

I will also be happy to answer any questions regarding this in-house seminar.

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This program, “How to Create and Deliver Compelling Sales Messages”, is designed to help your sales reps master three critical sales conversations:

1. The Prospecting Call Conversation
2. The First Meeting Conversation
3. The Proposal Conversation

HERE IS HOW THE PROGRAM WORKS!

Step #1 – Make a Cold Prospecting Call!

Each member of your sales team will make a cold prospecting call to Alexa Harris- Ralf, a prominent New York City voiceover announcer.

Alexa will evaluate the **content of the call** and the **delivery of the call** and will provide a report to each sales rep. This will be the starting point for improvement.

Step #2 – Get More Appointments!

A 4-HOUR SESSION

How to Create Compelling Prospecting Calls

- ▶ How to create a “you” intensity on your calls
- ▶ How to focus on the “pains” of the customer
- ▶ How to arouse curiosity
- ▶ How to articulate results for the prospect
- ▶ How to “monetize” results for the prospect
- ▶ How to use the persuasive “rule of three”
- ▶ How to use stimulating words
- ▶ How to deal with prospect resistance

Step #3 – Create Powerful First Meetings with Prospects!

A 4 – HOUR SESSION

PART I

- ▶ How to “connect” with the prospect
- ▶ How to reduce the “friction factor” with the prospect
- ▶ How to ask “pain” questions – questions which bring out the pain, consequences, implications, and effects of the prospect’s present situation
- ▶ How to use “The Iceberg Effect” to draw out the seriousness of the prospect’s problems

PART II

ALEXA HARRIS – RALF – VOICE COACH

Professional voice techniques to increase your sales
Why voice matters on sales calls
The power of your voice
How to identify your unique voice
How to use **pace, energy, and volume** to create a motivational voice
How to use the “**Power of Intention**” to drive home your points

PART III

HOW TO MAKE COMPELLING SALES PROPOSALS

How to use a “motivating sequence” in your presentations
How to grab attention
How to arouse interest
How to build prospect desire
12 steps to a compelling sales proposal

Step # 4 – Deliver your sales proposals!

A 4 – HOUR SESSION

Each sales rep comes to the session prepared to deliver a sales presentation based on the techniques, skills, and principles taught in this program. Each sales presentation is evaluated with appropriate feedback.

Step #5 –Prospecting Call Tune-Up

Each sales rep makes a prospecting call to Alexa using the skills taught in the program. Alexa will review the call for additional input and will provide feedback on the improvements made from the first call in Step #1.

FRANK SWIATEK

PROFILE

Frank Swiatek has conducted over 3300 sessions for organizations throughout the United States and Canada. He has received the prestigious Certified Speaking Professional (CSP) designation from the National Speaker’s Association.

He has worked with organizations like Verizon Wireless, Comcast, Qwest Communications, Ford Motor Company, Baskin Robbins, and Blue Cross/Blue Shield.

In addition to running his own business in Western New York, he is an adjunct faculty member at Canisius College, in Buffalo, NY. He was formerly with Learning Dynamics in Boston for over 12 years.

He has written “*Connecting with People*” (with Don Caplin) and “*FIBER-MATIC Speaking—How to Build and Deliver Your Message with Magic.*”