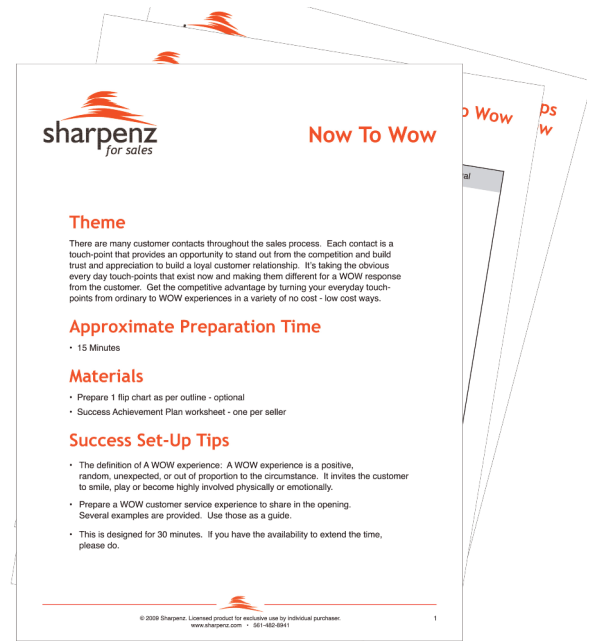




Sharpenz...Half Hour of Power sales boosters engage, equip and motivate sellers to sell more. The Ready-to-Go sales training kits are designed to be delivered with no more than 20 minutes prep time - to make busy sales managers' lives easier! The complete library gives you the gift of content, time and sales increases.

## Sharpenz Training Categories

- *Problem Solving/Creativity*
- *Preparation/Prospecting*
- *Personal Development*
- *Marketing Tools*
- *Selling Skills*



## Problem Solving/Creativity

### Beg or Brag

When a seller is doing well, everyone wants to know their 'secret to success'. Sellers can tap into these secrets using either a "Brag" to share their enthusiasm and best practices or a "Beg" to get help solving a problem they are currently facing. Sharing trade 'secrets' with the team allows the wealth of knowledge, skills and creative practices, to be utilized by everyone.

### Collaborative Problem Solving

When faced with a complex or new problem, sellers may become indecisive, paralyzed or just stuck for ideas on possible solutions. This energetic brainstorming process produces multiple quality ideas to solve a problem or capitalize on an opportunity in just 15 minutes! Once sellers know this quick-paced process, they will use it whenever a problem arises or an opportunity emerges.



## Problem Solving/Creativity

### Success Within The Box

Common theory is that to be a good problem solver, one must be creative and “think outside the box”. That is unrealistic in today’s business environment. It’s more important to be creative WITHIN real constraints and parameters. This reflective, creative approach helps sellers work through a real problem they are experiencing. In the process, they discover that problem solving can be achieved by finding success within the “box”.

## Preparation/Prospecting

### Account Swap

Sellers often have accounts or prospects that, for a variety of reasons, are difficult to service, up-sell or advance the sale. A different seller with a fresh approach may be the simple answer to increasing sales. Account Swap provides sellers the opportunity to review their account and pipeline list and swap accounts to best serve the customer, prospect and company.

### First Impressions

You’ve heard the saying, “You never get a second chance to make a first impression.” How true that is in sales! If that first impression isn’t good, it takes extra effort to win the customer or prospect over. To start off right, invest time in understanding how people make their first impression with the verbal and non-verbal messages we’re sending. Make sure the impression you leave is memorable for the right reasons.

### Growing Your Business

Finding new customers can be the most difficult and stressful aspect of sales. With an efficient and effective prospecting process that builds the right actions to meet sales goals, it’s easier to grow the business. This process eliminates any guessing about “what/where should I” within the seller’s day. This road map allows sellers to focus on the right prospecting activities to grow their confidence, territory, region, or business base for years to come.



## Preparation/Prospecting

### Keeping The Pipeline Full

Sales performance is rewarded and measured by what is sold. Prospecting activities that lead to closed sales can be fun and easy to monitor. When sellers know and use the 20-point prospecting system, they will never be short of potential customers advancing through the pipeline. A regular supply of sales leads in the pipeline - from a few simple actions - will keep goals met and everyone smiling.

### Quick Prep to Faster Sales

What keeps sellers from preparing? Two main reasons: assumptions that they don't have time to prepare, or they know the business so well they don't need to! Unfortunately, that's when it's easiest for the competition to get a foothold. Proper preparation transfers time and energy to proactive and focused sales calls to deliver more sales. Five minutes with an easy preparation tool saves dozens of minutes - and sales - later!

### What Do You Do?

The answer or "sound bite" to "What do you do?" may make the difference in whether sellers get a chance to "tell me more" or cause people to snore! An effective sound bite engages the listener and communicates how you serve and what value you provide. A great sound bite answer to "What do you do?" comes in handy to grow your business. Let's engage others to watch our sales soar and not bore!

## Personal Development

### Creating Your Future Now

Sellers who achieve their goals without writing them down likely are visualizing the goals in their mind without even being aware of it. Visualization supercharges sellers' goal-setting activities. Constructing a Vision Board for business and personal goals is a powerful way to 'create' the desired future today - and when these pictures are looked at over and over - incredible results happen! This light and creative sales booster activity can help sellers achieve what they want and deserve tomorrow.



## Personal Development

### Lose The Negative

Do you hear sellers complaining that they don't have enough time to get their work done? Or do they blame their lack of success on other people and things? Their plight may have more to do with the time and energy spent on complaining or being negative. Negativity can have a detrimental effect on the sales team. Wipe out blame and negativity with a fun, interactive activity to build a positive focus, leading to success.

### Navigating The Sales Trail

Long-term sales success for any organization is driven by individual and team performance. Sellers will be out of their seats navigating tough terrain to discover how to work together with effective communication and cooperation skills. This fun, interactive activity challenges everyone to work as a team to overcome any obstacles that could keep them from success.

### Ready, Aim, Succeed

A target allows sellers to aim and fire at what matters - the bulls-eye! When sellers feel that sales goals are spread all over the target, that dispersion of effort and energy creates low productivity and stress. Successful sellers find that clear goals for work and life allow them focus on what is most important. Ready, Aim, Succeed is the art and science of identifying specific professional and personal goals with a plan to achieve them to hit the bulls-eye every time.

### Success Integrators

Do you see personal activity levels or beliefs holding sellers back from success? The Success Integrator Model represents three key elements of sellers' beliefs, which when in sync, lead sellers to produce at an optimal performance level. Sellers discover how beliefs are affecting their sales success, and they gain insights into barriers they may be unconsciously creating. Sellers can then place themselves in the "zone of success".

### Think Like A Winner

Thinking like a winner is the first step to living like a winner. It is especially important for sellers to think like a winner with the inevitable setbacks and disappointments of daily sales life. With a little help from their colleagues, sellers will be reminded of their personal strengths and positive qualities, which will make them winners that can reach new levels of success.



## Marketing Tools

### Clever Delivery

Today more companies are competing for the same business dollars. When prospects are reviewing all of the brochures, letters, marketing pieces and proposals on the same products and services, there's a good chance that they won't be able to distinguish your information from your competition by the time they're finished reading. Clever Delivery helps sellers seize the opportunity to differentiate their marketing materials and stand out from the rest of the pack.

### Generating Ideas Through Mind Mapping

Being creative 'on the spot' can be daunting, especially in cultivating new solutions, problem solving or out-thinking the competition. Mind Mapping, popularized by Tony Buzan, is a graphic technique to unlock the brain to unleash unlimited thoughts and ideas. It's quick, fun, colorful and works individually or with a group. This effective tool encourages team-synergy and builds many options for sellers to stand-out and out-think the competition.

### Now to Wow

There are many customer contacts throughout the sales process. Each contact is a touch-point that provides an opportunity to stand out from the competition and build trust and appreciation to build a loyal customer relationship. Gain a competitive advantage by turning your everyday touch-points that exist now from ordinary to WOW experiences for the customer in a variety of no-cost/low-cost ways.

### Proposal Writing Made Easy

Great proposals spur the client's interest to buy. They also help sell value over price and act as a great sales tool for the seller when the prospect needs to discuss your solution with someone else. Often sellers experience writer's block or minimize the importance of the proposal. With the experts' 5 Key Proposal Elements, putting a great proposal together is easier than you think. Watch all future proposals go from just a document to a great sales tool!



## Selling Skills

### Advancing The Sale

Want your team to close more sales? Help them move prospects through the pipeline more quickly! Most sellers consider the “close” as the final buying decision. Advancing the Sale helps sellers identify the ‘close’ or objective for each sales conversation. When they focus on ending every sales conversation with “closure” and commitment to the next action, the final close comes more easily and quickly.

### Better Questions

One important skill to enhance profitable business, build long-term relationships and develop a lasting competitive advantage is a seller’s ability to ask the right questions. The best questions identify problems, challenges, opportunities, desires, or risks and rewards that need to be solved. The more sellers elevate their skills in designing and asking better questions the more sales they will make!

### Customer Loyalty

Today’s customers have many buying choices. That’s why building loyal customers means increased profitability for your business. Would your customers give your sellers a high customer satisfaction rating of 10? If not, those are the customers who, given the opportunity, will seek out alternatives to your products and services. And that can be costly to your company. As soon as sellers take the right actions to ensure customer loyalty, your customer satisfaction levels and referrals soar.

### 4 Quick C’s to Powerful Presentations

Your sellers have worked hard and are now in front of a group to present a recommendation. They start with the background on your company, move into all the details about the recommendation and end with a big “Thank you for your time.” The prospects’ reaction... Snore! Powerful presentations are engaging, enthusiastic and end with a decision. The 4 C’s to Powerful Presentations is a guide for sales presentation success. Change a “Snore” to “Tell me more!”

### Funnel Questions

Sellers know the importance of asking questions to find needs, wants and challenges of prospects. Yet today’s buyers prefer salespeople who can engage in business discussions, not just product discussions. Asking the right questions in the right way positions your sellers to make your company a buyer’s first choice. Funnel questions help sellers stay on track and gain the most relevant information to assist in advancing the sale.



## Selling Skills

### If I Only Knew

Most sales teams consist of sellers with varying lengths of time with the company. This leads to different perspectives of your company, product and processes, which can give greater insight into the information sellers believe would be helpful to do their jobs even better. If I Only Knew is a non-threatening way to discover and uncover need-to-know information that can make each seller, and the entire team, more successful.

### Recession Proof Sales Tips

Sales professionals have the possibility of control over their future. If they don't get caught in the negative traps of believing NO ONE is buying, they can continue to take actions to succeed. Discussing Recession-Proof Tips will help sellers succeed as they view the current economic conditions from their sales strengths. This process will reinforce their belief in self and lead to the realization that these tips apply in all economies.

### Round Robin Selling

Imagine sellers helping a colleague with an "I have a customer that..." situation. The seller who needs help sits in the "hot seat" as the customer and, in that mind-set, answers all questions posed by their colleagues to determine needs, wants and desires to effectively offer a solution. Everyone benefits as listening, good questioning and problem-solving skills are reinforced. New ideas for challenging situations emerge and everyone gains great information.

### The Feature Benefit Link

Customers buy more than a product or a service. They buy what it does for them in solving a challenge, filling a desire, or capitalizing on an opportunity. Sellers may incorrectly assume that customers know these benefits and miss an opportunity to further the sale. When sellers follow the WiifT format - What's in it for THEM - they get fewer no's. The WiifT format stacks perceived value and engages buyers personally to improve customer relationships and sales.

### The Launch Pad of a Successful Sales Call

None of us sell with or to machines. When sellers start sales conversations without connecting with the person first, they miss out on the launch that builds momentum, trust, and open dialogue. Jumping directly into business creates a "Whoa!" response from the prospect or customer that shuts the conversation down. When the conversation is launched with a focus on them, sellers soar into a sales conversation that leads into the perfect sales space - the close.



## Selling Skills

### The So What? of Features to Benefits

Huthwaite's 12-year sales research study found that when benefit statements were included in sales presentations, customers were more likely to buy. Instead of falling into the common sales mistake of using feature-to-feature statements, it can be very simple to use benefit statements that will keep your value top of mind. With this fun "So What?" activity, your sellers are on their way to impact customers who will be more likely to buy.

### Tribal Types 1 Communication Types and Tools

In sales there isn't a one size fits all. Successful sellers know that the ability to communicate with other people in the way that they understand, leads to more success. Sellers learn an easy-to-identify Tribal Types language with the actions, words and communication needs of each Type. As sellers adjust their communication to customers and prospects Types, a stronger trust is developed allowing them to strengthen relationships and sales.

### Tribal Types 2 Understanding The Way People Want To Buy

Prerequisite:  
Tribal Types 1

Our customers are unique - each has a preferred way to buy. The more sellers understand customers' Tribal Types, the better they are able to customize communication and presentations that will resonate and strengthen perceived value to each customer. Adapting to Tribal Types helps sellers increase sales, improve close ratios and develop opportunities to advance each sale. Understanding the Way People Want to Buy provides additional skills and practice for sellers to close more sales.

### Working Through Objections 1 Ask a Question

Many sellers view working through objections as a negative part of selling. Often they neglect, ignore or try to prove the customer wrong when an objection is voiced. When sellers understand that they don't need to have 'the' answer, they just need to ask a question to open the discussion further; they are less stressed and find it easier to work through objections. Now it's effortless to advance each sale!

### Working Through Objections 2 Acknowledge and Educate

Prerequisite: Working Through Objections 1: Ask A Question

When an objection is given by a prospect, sellers often feel the need to state all the reasons the objection is incorrect. In many instances the objection is merely the prospect's way of saying, "I don't see the value." Working Through Objections 2 introduces the Acknowledge and Educate response that engages the prospect and confirms the value of what this means to them. A win-win outcome follows.

