

## **FORWARD MOTION: Sales Basics**



### **Overview:**

Your sales force: the critical link between your clients and your profitability. This workshop trains them to 1) understand how they interpret information from others, 2) sharpen their skills to receive product information from your organization, and 3) communicate with your client and represent your clients' needs to your organization. It all comes together to provide the forward motion that drives increased revenue.

### ***Moving Forward...***

Your sales force represents one of the most critical links in your organization. Without effective sales people, your company will generate little revenue and may have trouble sustaining existing business. How the sales department in your company performs also has a dramatic impact on the performance and morale throughout the rest of your organization.

Effective Sales is all about quality communication. Your sales force is charged with the task of understanding what your clients want as well as what they need. Sales teams are also responsible for conveying the technical and performance criteria to areas of your company who must ultimately produce the products or services for your clients. The quality of communications is directly related to the quality of the products as well as the depth of your client relationships and commitment.

Our workshop is designed to help your sales professionals develop the skills and expertise to communicate effectively at all organizational levels and across multiple business boundaries and platforms. Strong communications skills equal forward motion that leads to dynamic revenue growth.

### **Goals:**

- Improve the effectiveness of the sales organization
- Equip the sales team with enhanced skills for addressing internal and external communications needs
- Enable sales people to greatly improve their ability to generate more revenue

# PROSPECTUS

## Sales Basics



### Pre-workshop consultation:

This workshop is preceded by a phone consultation so that your business representatives and the Forward Motion staff can discuss and identify specific organization-wide communication challenges, possible root-causes, and secondary challenges that may exist in pockets within the company. Forward Motion takes the results of this meeting and tailors the exercises and activities accordingly.

### Objectives

Participants will:

- Complete a communications style delineator to identify and validate their personal style.
- Be able to list and define the four style types with specific characteristics for each.
- Identify the style of a person at a given point in time based on specific conversational elements.
- Verbally express an awareness of the ramifications of personal style in their communication process.
- Develop and practice the skills needed to mentally compose a three-point plan for better communications in written and verbal communications.
- Apply style identification skills to specific situations related to the sales process.

### Syllabus

- I. Introductions
  - a) Participants
  - b) Facilitators
  - c) Workshop Content
- II. Expectations
  - a) From Participants
  - b) From Forward Motion
- III. Style Delineator
  - a) Administer Delineator
  - b) Score Delineator
  - c) Graph Results
- IV. Infomercials
  - a) Intake Types
  - b) Storage and Export Types
  - c) Switch-hitters, Diamonds, Ramifications
- V. Activity: Styles in Action: Four Corners
  - a) BREAK
- VI. Validation Process by Style types
- VII. Infomercials
  - a) Communication Storage and Retrieval
  - b) Secondary Style Strengths
  - c) Thinkers and Feelers
  - d) Facts and Intuition
- VIII. Activity: Identifying Styles in Others
- IX. Activity: Common Assumptions
- X. Activity: Sales Applications
- XI. Review, Questions, Closure



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