

The Unique LMI Process

LMI delivers a process that not only provides skill and competency development but changes the attitudes and behaviours of the participant.

To ensure that measurable results and a Return On Investment are achieved:

- ✓ Specific workplace goals for learning and performance improvement are established in consulting between the Participant and Company Management, refined in 2 up-front sessions
- ✓ Support from the LMI Facilitator guides the Participant's "on the job" application of the learning
- ✓ Complete resource materials allow multi-sensory learning
- ✓ Eight interactive sessions are facilitated in convenient bi-weekly workshops
- ✓ Participants present key results and a summary of course accomplishments at a special Graduation Meeting. Certificates are awarded

Session One:

Introduction to Concepts

Concepts of Success, Motivation & Attitude Changes
 Organizational Climate Survey
 Individual Self-Image Profiles
 Success as Related to Past Conditioning
 Attitude and Habits – The Effective Motivators
 Multi-Sensory Learning
 Spaced Repetition
 The Power of Goal Setting

DAILY WORK ORGANIZER (DWO) – Introduction

Why a Daily Organizer?
 Developing Your Plan for Success
 Managing by Priorities
 Forming Good Work Habits

Session Two:

Goal Setting

Validation of ROI
 Developing Personal Related Goal Planning Sheets
 Developing Business Job Related Goal Planning Sheets
 Fine Tuning Goal Tracking Systems
 Integration of My-Tyme Planner with Goal Planning Sheets
 Profile Evaluation Awareness and Integration into Goal Planning Sheets

DWO – Goal Setting for Sales Success

Reinforcement Through Affirmations
 Putting Goal Planning Into Practice

Session Three:

Defining Your Target Market

The Power of Target Marketing
 Choosing Your Target Market
 Determining the Needs of Your Target Market
 Approaching Your Target Market Through Relationships
 Prospecting Attitudes and Activities
 Profile of a Class "A" Prospect
 Methods of Prospecting
 Obstacles to Professional Referral Prospecting
 The Referral Prospecting Process
 How Value Added Service Fits In

DWO – Income Needs and Goals

Personal Income Required to Achieve My Goals
 My Business Expense Requirements
 Summary of Income Needs and Goals
 Specific Action Plan for Sales Activity

Session Four:

Approaches That Sell

What is the Approach?
 Pre-Approach Communication
 The Telephone Approach
 Systematic Telephone Approach
 Other Approaches

DWO – Plans for Sales Success

Success Essentials Checklist
 Monthly Work Plan
 Weekly Work Plan

Session Five:

Take Personal Responsibility

What is a Sales Interview?
 Why Have a Planned Interview Process?
 Learning the Interview Process
 The Nine-Step Interview Process
 Preparation for the Interview
 Focusing on the Prospect's Self-Interest
 Ensuring Favourable Conditions
 Adding Interest to the Interview

DWO – Achieving Sales Goals

Sales Goals Tracking Sheet
 Weekly goal Tracking Sheet
 Record of Sales

Session Six:

Discovering Prime Buying Motives

What Prospects Want and Why
 Know Yourself
 Know Your Prospects
 The Power of Probing
 Asking Probing Questions
 Listening Pays Off

DWO – Reporting Your Activity

Record of My Activities Report (ROMAR)
 Monthly Activity Recap

This program will help salespeople develop the key attitudes and selling techniques to significantly improve sales performance. Every salesperson will gain from the fresh perspective taken on this program and the chance to review and redesign their current working practices. The program starts by considering the challenges of each participant and then developing goals to improve sales.



EFFECTIVE SELLING STRATEGIES®

Improve Sales Training with Skills and Attitude

Session Seven:

How to Close Sales

Closing Principals
Recognizing Buying Signals
Selecting the Right closing
Steps to Mastering Closing Techniques
Don't Buy Back Your Sale!
Don't Leave Business on the Table!
Asking for Referrals
Becoming a Closing Expert

DWO – Plans for Career Development

Career Development and Training Plan
Goals for Incentives and Awards

Session Eight:

Overcoming Stalls and Objections

Handling Stalls
Objections as Buying Signals
Handling Objections
Countering Objections
Handling the Price Objection
Disagree Without Being Disagreeable

DWO – Accomplishments

This program will help salespeople develop the key attitudes and selling techniques to significantly improve sales performance. Every salesperson will gain from the fresh perspective taken on this program and the chance to review and redesign their current working practices. The program starts by considering the challenges of each participant and then developing goals to improve sales.

OTHER LMI DEVELOPMENT TOPICS

Productivity ■ Teamwork ■ Leadership ■ Communication ■ Supervision ■ Strategic Management

www.lmicanada.ca
1-877-857-4083