

# Strategic Sales Coaching

## Create Value for Your Customer and Your Company

Going far beyond typical “canned” skills training, this tailored coaching program will help sales personnel maximize success using their own real-world scenarios. Whether in sales for many years or relatively new, learning how to understand true client needs, outline a clear success strategy, and create a win for both you and your client is guaranteed to improve your revenue generation.

This program is led by seasoned sales and marketing professional Curtis Nelson, who has built and developed many high-performance national and international sales teams over his 30+ year career. *“Selling isn’t about telling a suspect everything you know about your product and hoping something sparks a purchase. Selling is about understanding prospect needs, determining the ability to solve those needs, and then doing so in a manner that provides great value and leverages additional opportunities.”*

This program allows participants timely, ongoing help with real prospect opportunities, not just theory. Learn what works and what does not from actual selling situations, both your own and others; outperform your competition and grow your business faster. Selling is a science-based profession that requires constant study - take advantage of this program today.

*“The sales mentoring I’ve received from Curt at EDC has been invaluable--both to me professionally and to my company’s bottom line. Each session provides me with great feedback and actionable advice that I can use in my next sales encounter.”*

—Andrew Lewellyn, Senior Sales Consultant  
Collective Data



Entrepreneurial  
Development  
Center, Inc.™

# Strategic Sales Coaching Program

**Introductory Session:** This two-hour introductory session is designed to give participants the foundation and tools required for ongoing sessions. All participants must attend this session as part of the program. At this session, in addition to foundational sales training elements, participants learn how to create two simple tools:

- **Objections / Issues:** Participants will learn to create a journal of sales objections or specific prospect-progress issues with which they would like help.
- **Win / Loss Analysis:** Participants will learn to create a journal of specific win and loss analysis – outlining the real reasons for sales wins and losses.

**Bi-weekly Sessions:** These 90-minute sessions are held every other week. At these sessions, participants will be expected to bring the two journals outlined in the Introductory Session.

- Participants will share specific objections and issues and the group will help the participant organize one or more quality solutions to the situation, with follow-up at the next session.
- Participants will share win or loss stories. These stories will be discussed and analyzed by the participants, gaining “do it right” as well as “what went wrong” knowledge.
- Moderator (Curt Nelson) will provide strategic selling skills input at each session and weave such content into the real-world opportunities brought by participants.

## Specific areas of discussion will include:

- Proper qualification
- Engaging at the right level and with the right people
- Engaging at the right time
- Sales funnel management
- Understanding buyer needs – the art of asking the right questions
- Handling objections
- Making competition irrelevant
- Building relationships
- Creating value
- What it means to “close” a high-value transaction

## When and Where

### Introductory Session:

August 30th 5:00 to 7:00 PM  
(This Session will be offered at later dates for new attendees.)

### Bi-weekly Sessions:

Every other Friday -  
6:30 to 8:00 AM - starting Sept. 3, 2010

All sessions will take place at the offices of EDC,  
230 2nd Street SE, Suite 212, Cedar Rapids, IA 52401

## Investment

	EDC Client	Non-EDC Client
<b>First attendee</b>	\$295 / month	\$395 / month
<b>Second attendee</b>	\$195 / month	\$295 / month
<b>Third attendee (or more)</b>	\$150 / month	\$250 / month

Invoices will be sent at the beginning of each month – net 15 days

## Registration

Contact: Jami Gordon  
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319-369-4955  
Please register by August 20th

