THE RELUCTANT SALESPERSON™

A Realistic Approach to Business Development for Accountants and Architects

The BIG IDEA

Provide world-class sales and business development training to professionals who are ready to move beyond the technical portion of their careers and begin the process of preparing themselves for leadership roles within their firms.

The Reluctant Salesperson (TRS) is designed to help accountants and architects become more comfortable, confident and skilled at developing and nurturing business relationships. Participants will build personal marketing plans based on their individual needs, desires and behavioral tendencies, and leave with simple, practical tools and behaviors that lead to sustained business development success.

TRS will help participants:

- Understand what sales IS and, more importantly, what sales is NOT;
- Identify and learn to leverage their own unique behavioral style by completing and analyzing a DISC sales assessment;
- Learn to adapt their behavior to create better alignment with clients, referral sources and prospects;
- Discover what clients really want from their advisors, and how customer experience drives customer loyalty;
- Prepare a compelling "elevator speech" and learn the fine art of small talk when working a room;
- Develop their own CRoPs (Clients, Referral opportunities, Prospects and supporting activities) personal marketing plan;
- Master the PIF Process – how to prepare for, interact during and follow-up on a sales call or client service interaction;
- Elevate listening skills through the application of a proven questioning technique that will lead to a better understanding of the core issues their clients and prospects are facing;
- Engage in a real-world case study that will allow time to practice what they have learned and to better tie all of their new competencies together.

Timing:	2-days
Recommended Credit:	16 units
Pre-Work:	DISC Profile Assessment
Delivery Method:	Group Live / Virtual
Investment:	**$9,600** for up to 12 participants. **$295** for each participant above 12. *Travel and incidentals billed at cost.*

"Very easy to stay engaged in the session and want to participate!"

Linda Langmaack, CPA
Shareholder
Brady Martz

THE GROWTH PARTNERSHIP
PLAN ON SUCCESS

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