

Training Programs that Drive Bottom Line Results

MAX ACHIEVEMENT SERIES

- ▶ Progressive Prospecting
- ▶ Multi-Media StrADegies that Sell
- ▶ Powerful Presentations

PROGRESSIVE PROSPECTING

- Developing & Implementing a Strategic Process
- Persuasive Communication Techniques
- Securing Appointments & Professional Exit Strategy
- Establishing Value Propositions
- Addressing Objections, Questions & Concerns

multi-media STRATEGIES THAT SELL

- Key Principles of Effective Media Planning
- Selling Long-term Multi-Media Strategies
- Leading Effective Customer Needs Analysis Meetings
- Acquiring and Implementing Budgets
- Linking Needs with Solutions

POWERFUL PRESENTATIONS

- Vital Information to Include in Every Presentation
- Creating Presentations Efficiently & Effectively
- Developing a Compelling Message that Leads to "Yes"
- Using Research to Sell

max Management & Leadership

- Effective Hiring & Recruiting
- Setting Expectations / Accountability
- Coaching for Success / Effective Feedback
- Rewards & Recognition / Motivating Teams

Additional Leadership Programs

- Coaching to Behavioral Styles Using DISC Analysis
- Dynamics of a High Performance Team

Win³ Negotiating

- Developing Win-Win-Win Negotiating Skills
- Creating Long-term, Successful Partnerships

CREATING CAMPAIGNS THAT SELL

- Preparing Customized AD Campaigns
- Delivering Results by Focusing on Benefits

ADDITIONAL PROGRAMS

- How to Spell SuCCcEss ~ Professional Motivation
- Winning Words ~ Effective Communication Skills
- Wow 'Em with Customer Service
- Effective Communication ~ DISC Analysis
- Mastering Time Management
- SOLD! On Classifieds

- ◆ All programs may be adapted to keynote presentations.
- ◆ Included in program; and available as separate sessions.
- ◆ Additional topics and customized programs available.