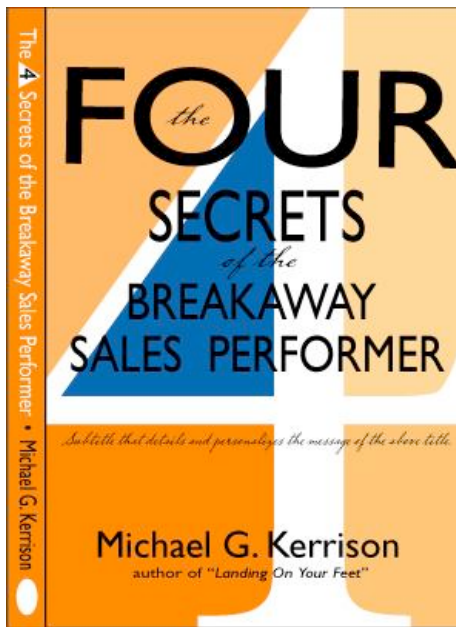


BUILDING THE BREAKAWAY SALES PERFORMER

Endurance America

Breakaway Sales Performer



Training Curriculum and Sustaining Programs

The 4 Secrets:

- ✓ Structured Sales Cycle
- ✓ Buying Behaviors
- ✓ Territory & Time Management
- ✓ Mental Toughness

COURSE CURRICULUM



ENDURANCE AMERICA
Durable Business Counsel

“Nothing happens until something is sold. This axiom is older than dirt. Nonetheless, nothing could be more profoundly true. You can give me people, products, services, plans, money, and prospects, but without sales, I have nothing. Conversely, you can take everything away from me, and let me keep my sales force, and I’ll be back in one year.”

Michael G. Kerrison
Author

*The Four Secrets of the
Breakaway Sales Performer*

Introduction:

Building a world class sales force requires a serious commitment from senior management. Too often managers select their sales team, brief them on a few fundamentals, throw them into a territory, hand them a quota, and expect immediate results. This leads to a frustrated sales executive, the inevitable 80/20 rule, a demoralized sales force, costly turnover, and worse yet, several lost sales that your competitor got instead. The axiom above is true. Your sales force is your life blood -- if they are good. If not, they are a serious liability.

Building the Breakaway Sales

Performer is a training methodology developed by Michael G. Kerrison, president of Endurance America and author of several books. During the twenty years that he ran his companies, having a world-class sales force remained at the core of his business philosophy. This philosophy allowed him to build three nationally recognized, high growth organizations. His first company, with a 1,849 % five year compounded growth rate, made the distinguished Inc. 500 list. His second was ranked the second fastest growing company in the state of Minnesota by *City Business* magazine. How did he do it? Through his world class sales force.

Mike personally trained all of his reps using his unique selling method -- an amalgamation of his IBM sales training, seven years in sales where he received rookie of the year with IBM, countless refresher courses, a shelf of well-digested, dog-eared books on selling, and two decades of owning highly successful sales driven companies. During that time, Mike constantly looked for ways to improve his selling skills. Teaching sharpened his own skills and gave him a close look at the strengths and weaknesses of each rep. He was able to establish an insider language with the sales force which saved time, identified problems early, and helped build trusting relationships. Since then Mike has trained over 3000 sales representatives throughout the country.

The methodology also provides a leave behind strategy. Small, collaborative learning teams are enrolled into clinics. They meet once per month with our audio support products to further the personal growth and development of each sales rep. Over time the sales force will come to full mastery of the skills learned in the initial training.

Mastery of a professional selling system requires many skills besides selling skills. It requires interpersonal style detection, strategic planning, product knowledge, industry expertise, competitive awareness, organizational skills, territory and time management skills, and mental toughness. You can make an okay living by collecting a couple of these. But if you want to become an expert, the highest of achievers, you must master all of them. Combine these skills with the desire to win, and you have a **Breakaway Performer**.

The 4 Secrets of the Breakaway:

1. Master the Structured Sales Cycle

The sales structure is composed of flexible steps and tactics that are visible, logical, and repeatable. The rep learns to obey the rules of the structure without appearing canned or rehearsed but instead authentic and polished. The structured sales cycle works. It works for both short and long term sales cycles, with simple and complex products, with

senior executives, middle management, and casual buyers, on the phone, face-to-face, in groups, and in any industry. The point is: The structured sales cycle is universal. You do not have to learn four or five different ways to sell, depending on the industry or product or buyer class. You have to learn only one way, and if you learn it well, you will have it your entire career.

2. Master Buying Behaviors

Understanding buying behaviors and interpersonal styles and how these styles impact your sales call is enormously important if you want to be a breakaway performer. Your ability to influence people and speed the sales process is tied directly to these skills. The sales rep discovers his or her natural style using a scientifically researched testing model. They develop a unique understanding of the style of the buyer and how to recognize them. Now the sales rep can adapt his or her style to fit the way people want to buy. The rep is now in control of the sale and enjoys a tremendous advantage.

3. Master Time and Territory Management

The sales rep learns to master the “nuts and bolts” of running a territory while maximizing their personal productivity. Time is the sales reps number one natural resource, and the only resource that is not renewable. They will learn how to create a 200 % plan--a focused strategy designed to double their sales performance. These two skills are mandatory for the breakaway performer.

4. Master Mental Toughness

The sales rep learns the mental toughness secrets of the world's greatest performers from various fields. This session introduces Mike Kerrison's thirty year collection of performance profiles. The training compares the average person's thought processes to the behaviors and attitudes of the world class performer. From there we can teach the disciplines required to build sustainable mental toughness.

The Bicycle Metaphor

A bicycle in its simplest form has a front wheel, a back wheel, and a frame. Imagine the front wheel representing the relationship side of selling, *where people, strategy, and selling skills are required*. The back wheel represents the product side, *where product, industry, and competitive knowledge are important*. The frame represents the infrastructure, *where organization, territory, and time-management are necessary*.

The front wheel (relationship skills) takes you and your prospect where you want to go. The back wheel (product skills) provides the power to get there. And the frame (infrastructure) holds everything together during your journey. You, the rider (salesperson), make it all go--first with training wheels and over time with mastery if you are willing to work hard (mental toughness).

Custom Coaching & Curriculum Development

The [Breakaway Sales Performer](#) curriculum is custom built for each client depending on industry, sales strategy, client profile, length of sell cycle, product complexity, and specific needs of the sales force. The courses are modular, highly interactive, and experiential. Role play sales calls with full video capture allows for individual evaluation for each sales rep. Each sales rep will receive a **Diagnostic Summary** isolating their strengths and weaknesses. This diagnostic summary will act as a coaching tool going forward.

Session 1. The Structured Sales Cycle

1 day
8:30AM - 5:00PM

- Understanding the Structure
- Designing the Impact Statement
- Building Trust
- Questioning and Listening Clinic
- Facts, Issues, Needs, Dreams (FIND)
- Creating Desire through the Sales Presentation
- Objection Handling Clinic
- No Trust, No Need, No Help, No Hurry!
- Establishing and Maintaining Empathy
- The Assumptive Closing Approach

Session 2. Understanding Buying Behaviors

1 day
8:30AM - 5:00PM

- Test for Individual Social Style
- Understanding Interpersonal Style Matrix
- Learning to Identify Another's Style
- Learning to Adapt Your Style to the Buyer
- Become a Versatile Breakaway Performer

Session 3. Territory and Time Management

1 day
8:30AM - 5:00PM

- The Effective Personal Management System
- Tyranny of the Urgent
- High Payoff Activities
- The Ten Commitments
- Monthly, Weekly, Daily Planning Steps
- Eliminating 24 Common Time Wasters

Session 4. Mental Toughness Training

Half day
8:30AM - 12:00PM

- Dissecting the Champion's View
- Uncovering the Secrets
- Implementing the Secrets
- Combine Personal Management with Mental Toughness

Sales Force Coaching (6 half day sessions)

After initial training, and over a six month period, the sales rep receives on-going comprehensive review of newly acquired skills. The sessions are designed to reinforce, support, troubleshoot, and further develop the skills of each rep. This approach assures lasting success and drives consistently higher sales results.

Sales Executive Coaching (3 half day sessions)

These workshops are designed to equip the sales leader with the essential tools needed to identify, hire, and develop a world-class sales team and sustain a breakaway performance.

Register Now for your Breakaway Sales Training

Price Model:

Breakaway Sales Training \$ 35,000
(Four days)
Class Size limited to 40 students

Sales Coaching \$ 12,000
(Six half day sessions)

Sales Executive Coaching \$ 9,000
(Three half day sessions)

Included:

Workbooks
Templates
Tools
Role play DVD