



Engineered Success:

Our **PERFORMANCE DRIVEN SELLING™ Series** provides a strategic and tactical approach to professional development and sustainment success for those in business development, account management, and front-line selling positions of organizations. This is more than a mere sales training consideration, what we offer is the turn-key 360-degree of talent development for sales professionals and their leadership, to create a culture and climate of excellence.

Quality professional development must be built around substantial (1) Quantitative Data, (2) Psychological Profiles and proven (3) Behavioral Models that have been vetted to calibrate for immediate and lasting in the field selling success and the managerial-leadership effectiveness by sales managers of the selling force!

Each of our **PERFORMANCE DRIVEN SELLING™ Series** professional development programs are detailed below in an ideal delivery situation and each can be modified to meet your needs (KEYNOTE/TRAINING/ON-LINE LEARNING/COACHING):

1. PERFORMANCE DRIVEN SELLING BOOTCAMP/1.0

Our premier and base-line program, understanding and applying the fundamentals of selling effectiveness. The target audience is everyone connected to the selling organizations team, whether that is from the inside or outside business account development/selling professionals position, to include managerial-leadership and support personnel; This is ideally a two-day session with day-one focused on strategic and day-two on tactical aspects of selling and marketing as a sales professional; This is highly client specific with more than three-decades of specific best practice action plans and measurable KPIs for trajectory improvement and success; Participants in an interactive engagement will explore the psychology of selling, how and why customers come to you or leave, ways to engage prospects, customers, advocates and individuals that may be sideways with you.

We explore the six-levels of the selling pipeline/funnel model and how it makes and breaks your over-all effectiveness, from market exposure to quality and quantity of lead flow, to determining the math for your market and where the sales are, will be and how to managing your daily book-of-business for meaningful ROI. Specific strategies and tactics for each level are discussed for action plan consideration. Multiple conversation

models will be presented and discussed in dealing with objections, no, hesitancy and generating leads from your customers for your next sale.

The art of controlled conversational consultative selling is taught with a simple, yet powerful *Stacking-and-Linking* conversational model that empowers individuals to quickly assess the need level of the other person as a suspect, prospect, applicant, COI or dead-end.

The analytics of selling success reveals that there **SIX ANALYTICS** that everything that you do revolve around, we will detail each and what it means to you in your business development process.

Exclusive exposure to our *LeadGenerator™* system unlocks and unblocks sales professionals minds to endless quality lead flow that is your secret sauce to long term wins, and exposure to our exclusive *ProductivityTracker™* a benchmark of best practices from super achievers in selling; Participants leave this session with more the fifty immediate and sustained KPIs for achieving and exceeding sales missions, including the revolutionary *Quadrant Manager™* daily time management tool, that can increase daily sales effectiveness by as much as 12X; Unlike most all other professional development selling programs, this deliverable also provides post-session weekly professional development touch-points, virtual on-line learning platform of skill development self-study, CD/DVD and books ... *A detailed stand-alone information program over-view of each days learning modules is available upon request.*

2. **PERFORMANCE DRIVEN SELLING BOOTCAMP/INTENSIVE/2.0**

The target audience is the new to the profession of selling individual and veterans that have fallen into a selling slump can be addressed; In this session we take the *PERFORMANCE DRIVEN SELLING BOOTCAMP-I* session and place it on steroids for intensive one-on-one application for your team. This is ideally a two-day session with day-one focused on fundamentals and elementary aspects to strategic and day-two on fundamentals and elementary aspects tactical aspects of selling; This session involves Role Playing and situational one-on-one practice management development with participants and gets into the psychology of selling process and closing ratios; This is highly client specific with more than three-decades of best practice action plans;

Unlike most all other professional development selling programs, this deliverable also provides post-session weekly professional development touch-points, virtual on-line learning platform of skill development self-study, CD/DVD and books ... *A detailed stand-alone information program over-view of each days learning modules is available upon request.*

3. **PERFORMANCE DRIVEN SELLING BOOTCAMP/Annual Sales Business Planning & Key Relationship Building Strategies/3.0**

The target audience is everyone connected to the selling organizations team, whether that is from the inside or outside business account development/selling professionals position, especially to include everyone in sales management/leadership roles; 90-percent of selling professionals lack a written executable annual sales plan, and every failed or lost selling success can be directly tracked back to a failed plan. This is ideally a three-day session with day-one focused on the design and implementation of a strategic *Annual Sales Business Plan/SBP*, we explore the math for your real marketplace and all of the ways you presently reach and engage the market. Day-two

focuses in one building actual annual *SBP*[™] for Quarterly, monthly, weekly, daily execution, monitoring, management and execution success. The KPIs identified from this working SBP Template, will detail where your market opportunities and challenges will be every month for the coming year, and reveal what resources you will need throughout the year to achieve success. Day-three final wrap up of SBPs, we calendarize your game plan for execution and benchmark it against your CRM system or Outlook systems you use to ensure execution. Then we wrap this around the business Relationship Building Cube[™] for the successful implementation and ROI of SBPs; This is highly client specific with more than three-decades of specific best practice action plans; Unlike most all other professional development selling programs, this deliverable also provides post-session weekly professional development touch-points, virtual on-line learning platform of skill development self-study, CD/DVD and books ... *A detailed stand-alone information program over-view of each days learning modules is available upon request.*

4. **PERFORMANCE DRIVEN SELLING/4.0**

Sales Management Success - Performance Execution of Managing, Leading & Building a Successful Sales Team by Developing Your Leadership Pipeline for Achieving Sales Team Excellence!

There is just nothing like this available in the marketplace today, benchmarked off of our decades of work with the best-of-the-best Fortune 100 sales forces and sales managers, to the most innovative entrepreneurial cutting-edge business across the globe!

The analytics of selling success reveals that there **SIX ANALYTICS** that everything that your sales professionals do, revolve around these factors. We will detail each and what it means to you as the sales leader in your business development process. From a managerial-leadership perspective, research of every successful organizations reveal, that there are **FIVE ANALYTICS** that the leadership team must fixate on daily and ensure everything that you do is benchmarked off of for ROI.

Our premier sales managerial-leadership program tailored to anyone in the managerial-leadership roles of the selling team/organization; Participants in this session use as field application resources two of our dedicated college management text books, the *MANAGERIAL-LEADERSHIP BIBLE: Second Edition* focused upon leading sales professionals and the second, *THE SALES TRAINING HANDBOOK: 52-Weekly Engagement Plans*; This is ideally a two-day session with day-one focused on

DrJeffSpeaks@aol.com
www.Dr.JeffMagee.com
www.JeffreyMagee.com

fundamentals and elementary aspects to strategic selling organizations and day-two on fundamentals and elementary aspects tactical in nature to managing, guiding, growing, motivating, coaching and tracking selling professionals; The coaching and tracking analytics tools presented in this session have an immediate ROI on human capital development, the talent management lifecycle and strong professional selling individuals; Whether a veteran or new to sales management, this program benchmarks off of two decades of work with the best sells organizations in the World and details the fundamental factors to be traced daily and weekly for proven ROI of a selling team; This

is highly client specific with more than three-decades of best practice action plans; This program is always in a state of real-time application based off of 20+ years of psychological in the field analysis of super achieving selling organizations, managerial-leaders and front-line selling professionals, that provides the behavioral analytics of what to actually track for understanding to market management to lead flow to contracts fulfilled, and more KPIs (such as how deploying **Rule 1-52-X™** every Monday calibrates daily effectiveness for that week and how reviewing the **5@5 Rule™** on Friday ensures focus to client development and increased sales!), to a fully functioning peak performing selling team; Unlike most all other professional development selling programs, this deliverable also provides post-session weekly professional development touch-points, virtual on-line learning platform of skill development self-study, CD/DVD and books ... *A detailed stand-alone information program over-view of each days learning modules is available upon request.*

The **PERFORMANCE DRIVEN SELLING™ Series** provides a strategic and tactical technique approach for selling and relationship effectiveness. Unlike most all other training programs, this Series is built off of a proven system, processes, models, and with a full suite of sustainment resource platforms:

1. Weekly **PERFORMANCE DRIVEN SELLING™ Series Calibration Articles** membership (blog, white-paper, eZine) with a very specific strategy or tactical engagement for sales professionals to immediately use to benchmark their best practice approaches or skill-up with new insights!
2. More than **30-PERFORMANCE DRIVEN SELLING™ Series** Webinars for client selection and sequenced follow-up on-going routine professional development...
3. Continued enrollment into **PERFORMANCE DRIVEN SELLING™ Series** future updates to models, excel spreadsheet trackers, research, our exclusive ProductivityTracker™ and LeadGenerator™ instruments, 411 and 911 updates as appropriate ...
4. Post 2-CD/MP3 **PERFORMANCE DRIVEN SELLING™ Series Sales-Mastery Audio** series

5. Access to motivational and on-going professional development **PERFORMANCE DRIVEN SELLING™ Series Podcast** series ...
6. Access to on-line town halls ...
7. Super charged self-development via our robust on-line **AccelerationVault™** e-learning portal with an unbelievable suite of professional development resources, unmatched by any other training partner to reinforce, sustain and continuously offer new tune-up skill opportunities in the **PERFORMANCE DRIVEN SELLING™ Series**, <http://www.drjeffmagee.com/sales-mastery.cfm> ...

This **PERFORMANCE DRIVEN (Recruitment) SELLING** integrated approach can be further enhanced through on-site consulting and coaching with your organizations **Marketing/Public Affairs-Relationship practice management team** ... With our years of work in this area, certifications, and graduate level text books teaching, we are uniquely positioned to add this value-add touch-point as well.

Dr. Jeffrey Magee, CMC, CBE, PDM, CSP

(Recipient of the United States GUARD Total Victory Team Award)

Human Capital Developer - DrJeffSpeaks@aol.com / www.DrJeffMagee.com

406-548-5385 Cell/Text

Publisher, **Performance/P360 Magazine**, www.ProfessionalPerformanceMagazine.com

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CBE / Certified Board Executive

CSP / Certified Speaking Professional

PDM / Certified Professional Direct Marketer

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DrJeffSpeaks@aol.com

www.Dr.JeffMagee.com

www.JeffreyMagee.com

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DrJeffSpeaks@aol.com
www.Dr.JeffMagee.com
www.JeffreyMagee.com