

David Penglase presents...

The Sales Mastery Leadership Accreditation Program

Your complete resource and solution
for in-house sales coaching and
success.



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Introduction

The *Sales Mastery Leadership Accreditation Program* provides you with resources and skills to boost the *success of your salespeople* in winning more new, repeat and referral sales, by accrediting your in-company sales leaders, coaches or trainers to facilitate *content-rich sales meetings* and *coach sales skills* in a proven and flexible format that is ...

- ✓ low cost,
- ✓ easy-to-deliver,
- ✓ easy-to-tailor,
- ✓ field tested and proven
- ✓ designed for new and experienced salespeople
- ✓ able to be presented on-line, face-to-face, in groups or one-on-one

Making life easier for sales leaders - As a sales leader or business owner you've got the responsibility of sourcing and resourcing your sales people with on-going sales training and in-field coaching resources, and you'll realise that one of the major challenges is to be able to cater for both your experienced and inexperienced salespeople.

Your experienced salespeople don't want to be taught to 'suck eggs' - let's face it, they've probably been through a fair bit of sales training over the years. What they will be open to however is training and coaching that is presented with a format and process that allows them to *inspect their habits of success*. At the same time, your inexperienced salespeople don't want to miss out on learning the basics so that they can develop and build in their confidence and success with the potential and existing clients.

Who's it for?

While the content and resources are developed to assist your salespeople to be more confident and successful in winning more new, repeat and referral sales, the *Sales Mastery Leadership Accreditation Program* is specifically designed for...

- ✓ Business owners
- ✓ Sales managers and leaders
- ✓ Sales coaches
- ✓ In-field sales trainers
- ✓ In house sales trainers
- ✓ Business development managers
- ✓ Practice development managers
- ✓ Or anyone who has the responsibility of growing the potential of their sales team

The *Sales Mastery Leadership Accreditation Program* has been developed so that you can get on with your job of leading, coaching, managing and supporting your sales team's success.

Its design and format is such that you can literally pick up the facilitation guides with very little preparation and deliver a high impact, high content, interactive and productive sales workshop, seminar, coaching session or sales meeting.

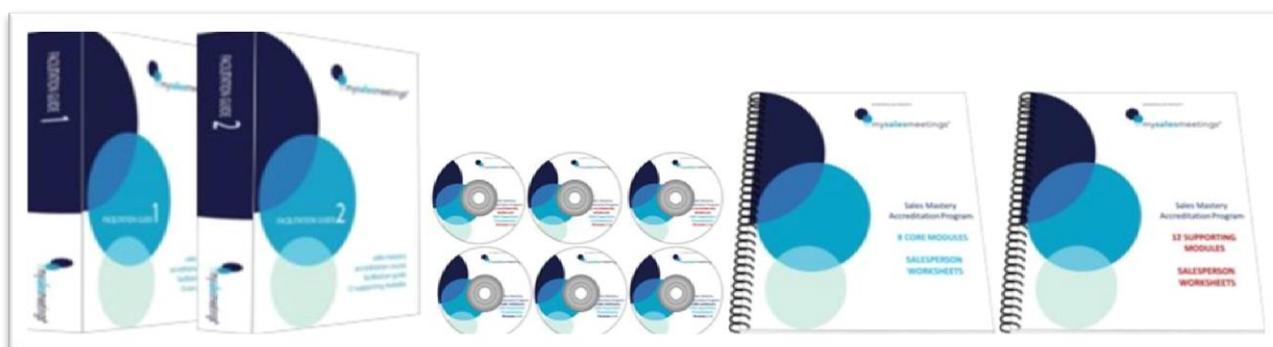
Whether you're wanting to use the material as a formal in-house training workshop for your salespeople, at a conference, as a breakout workshop at a professional development day, over the internet via a webinar, video-conference or tele-conference, or as a one-on-one coaching session, the proven instructional design makes it easy for you to deliver and enjoyable for your salespeople to participate and learn.

What's involved?

The *Sales Mastery Leadership Accreditation Program* provides you with *everything* you need to assist you in helping your salespeople achieve their sales targets and their potential by maximising your in-house sales training and coaching opportunities.

Two-Day Intensive *Sales Mastery Leadership Accreditation Workshop*

You and/or your nominated presenters, trainers, coaches attend our 2-Day Intensive *Sales Mastery Leadership Accreditation Workshop* where they will be personally coached by the program's designer David Penglase, on how to effectively deliver the **8 Core Sales Mastery Modules** and the **12 Supporting Sales Mastery Modules**.



You are provided with:

- ✓ **Facilitation Guide #1:** How to present the 8 Core Modules (containing the following resources...)
 - 2 x DVD's to play while delivering the 8 Core Modules Presentations
 - 1 x CD with all PowerPoint slides for each of the 8 Core Modules
 - Facilitator scripts for each of the 8 Core Modules
 - Salesperson worksheets for each of the 8 Core Modules
- ✓ **Facilitation Guide #2:** How to present the 12 Supporting Modules (containing the following resources...)
 - 2 x DVD's to play while delivering the 12 Supporting Modules Presentations
 - 1 x CD with all PowerPoint slides for each of the 12 Supporting Modules
 - Facilitator scripts for each of the 12 Supporting Modules
 - Salesperson worksheets for each of the 12 Supporting Modules
- ✓ **A Post-Accreditation Mentoring Program**
 - Monthly 'Open Mentoring' webinars with David Penglase for support
- ✓ **3 hour Quarterly Group Mentoring** in Sydney to support your on-going implementation
- ✓ **Annual Gold Membership to SalesCoachCentral** – providing access to a range of on-line coaching resources to support your on-going implementation and coaching of your salespeople.

How is it implemented?



Once you and/or your nominated in-company presenters, trainers, or coaches have attended the two-day intensive *sales mastery leadership accreditation workshop*, you'll be fully equipped to implement the program in three key stages:

Stage One: Presenting The Core Modules

Your Facilitation Guide #1 provides you with 8 core sales training modules (each module designed to run for approximately 45 to 60 minutes) to present to your salespeople in our proven easy-to-present six-step learning process. You simply (1) Introduce the topic and outline the objectives (2) Play a short video covering the topic (3) Facilitate a quick discussion (4) Have the salespeople complete their worksheets (5) Facilitate a discussion on what they've completed and (6) Summarise and introduce the next module.

It's that easy!

Stage Two: Presenting the Supporting Modules

Your Facilitation Guide #2 provides you with 12 supporting modules. We recommend these be presented on a monthly basis – thereby providing you with a 12 month on-going sales-boosting in-company sales training program. These modules follow the same proven easy-to-present six-step learning process as the core modules.

Stage Three: On-going in-field coaching

Utilising the resources available to you on SalesCoachCentral, you have an unlimited opportunity to continually coach your salespeople in-field without having to search the web for additional learning content. As an annual Gold Member of SalesCoachCentral, you have 24/7 access to all of the eCourses and multi-media solutions provided to help you coach your salespeople to Find Clients, Win Clients, Keep Clients and Manage themselves to do those three things more consistently and successfully.

Why this approach?



For almost two decades David Penglase has been presenting his Sales Mastery workshops and presentations at in-company training events, corporate conferences and professional development days for top tier corporations throughout Australia and internationally as well.

His clients were constantly asking how they could access the training program and resources in a cost-effective and flexible way that included the possibilities of delivering the material face-to-face, in small and large groups, as one-on-one coaching as well as on-line, video-conferencing and tele-conferencing.

While David is still available to present his workshops and programs for your organisation, and would welcome that opportunity, he created the *Sales Mastery Leadership Accreditation Program* to meet the needs of his clients and to provide an **Australian Tested and Proven Approach** that skilfully applies well researched and field-tested adult learning principles to make the content easy to deliver for those who are delivering it, and enjoyable to learn for the salespeople in attendance.

Adding the on-going mentoring component (monthly on-line and quarterly group mentoring in Sydney) to the Sales Mastery Leadership Accreditation Program demonstrates David's intention to fully support the in-company business owners, facilitators, sales managers, trainers and business development specialists who attend the two-day intensive workshop to maximise their value and success with presenting the content and resources.



What's the cost?

The Sales Mastery Corporate Accreditation Program price includes all of the following:

✓ 2 Day Intensive Sales Mastery Corporate Accreditation Workshop per person attending	\$2,500 value
✓ Facilitation Guide #1: How to present the 8 Core Modules	\$2,000 value
✓ Facilitation Guide #2: How to present the 12 Supporting Modules	\$2,000 value
✓ A Post-Accreditation Implementation and On-going Mentoring Program	\$2,000 value
✓ Annual gold membership to SalesCoachCentral.com	\$ 360 value
Total value of the accreditation program is	\$8,860 value

YOUR INVESTMENT (per person attending includes gst)

\$3,300

Important Note: This is not simply a two-day workshop... this provides you with all of the resources and accreditation rights to flexibly facilitate, deliver and coach the program material in your company on an on-going basis without the need of relying on external trainers and providers.

Annual Licensing Note: It is an annual licensing requirement for any company participating in the Sales Mastery Leadership Accreditation Program to have a minimum of 5 people attending the program. The above per person investment price (minimum 5 attendees) covers your company's first year licensing to present and reproduce all material covered in the program. Subsequent annual licensing will be negotiated based on a minimum annual licensing for 5 accredited people starting at \$12,375 annually .

Call for a no-obligation appointment
to discuss this opportunity for your
company today.

Contact

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