

Top 20% Inside Sales Training: How to Double Your Income Selling Over the Phone

Comprehensive Telesales Skills Training One Day Seminar

What is Top 20% Training?

You've all heard of the 80-20 rule in sales, right? It's where 80% of the sales are made by the Top 20% of the sales team. No matter what company you look at, it's easy to identify the Top 20%. Have you ever asked yourself why, if everything else is equal—they are all selling the same product or service, have access to the same leads, the same sales materials, and the same training—why is it that 80% of sales reps struggle, while 20% seem to be making all the sales? More importantly, what can you do to raise your performance to get into that elite 20% group?

Here's the good news: All the skills, techniques and strategies the Top 20% use have been identified and organized in this one day inside sales seminar. And best of all, by learning and consistently applying these skills and techniques, you, too, can immediately begin improving your sales and earning more money. You can double your income selling over the phone, and by using these proven strategies, you can do it much quicker than you think.

In this seminar, you will be taken step by step through the entire sales process. We will start with preparation before the call and then learn specific techniques to easily get through gatekeepers and to decision makers. Once there, you will learn how the Top 20% build rapport, stay in control of the call, and identify exactly what it takes to make a sale. This seminar is filled with real life examples and specific tools, techniques and strategies on how to deal with them. The bottom line is that this training program is designed to turn you into a Top 20% producer. There is not a lot of theory or one liners here, only hard core, proven techniques of the Top 20% producers. Are you ready to double your income?

Who Should Attend This Seminar?

If you use the telephone to sell your product or service business to business, then this seminar is designed for you. Also, if you set appointments for yourself or others, then you will improve your performance and your results by attending this seminar. Typical attendees include Account Managers,

Account Executives, Sales Executives, Customer Service (if outbound), Telemarketers (those using a consultative, needs based approach). Outside sales reps also benefit from the no-nonsense, core selling skills content of this course.

Because this seminar is filled with proven methods and strategies, managers, supervisors and sales trainers also find this program extremely useful. In particular, managers are able to use the many skills, scripts, and methods in their daily and weekly training, and incorporate the solid strategies into their sales plan.

Both New and Experienced Reps Benefit From This Seminar

The Top 20% skills and techniques taught in this seminar instantly upgrade the performance of your entire team. New reps learn powerful and effective ways to prospect, qualify and close business while cutting months off their development time (we have found that it is easier and more cost effective to teach the right habits and skills as soon as possible). Experienced reps instantly improve their sales skills, and are given concrete and effective techniques to deal with the many obstacles and objections they currently face. Attendees often report an immediate increase in sales as the result of applying the Top 20% strategies they learn during the training, and they work with an improved attitude and confidence. Your sales reps already in the Top 20% will move into the Top 10% of that group as the result of this seminar. Everyone wins.



About Mike Brooks: "In 1987 I grew sick and tired of watching the same top 3 sales reps at my company win all the bonuses month in and month out. I made a commitment to do whatever was necessary to be the best at my profession, and 90 days later I won the sales rep of the month award. By the end of the year I was the number one sales rep out of 5 branch offices. I know what it takes to go from struggling to make a sale to being a Top 20% producer. And I'm here to tell you that if I can do it, you can too. I guarantee that if you apply what you'll learn in my Top 20% Inside Sales Training, you will immediately begin sounding and performing better on the phone and that will result in closing more sales. If you are ready to commit to yourself and your career, I will show you how to be one of the Top 20%." www.INSIDESALESOLUTIONS.COM

"The best sales training I've ever had! In my 15+ years selling over the phone, I've heard them all—Zig, Tony, Brian, etc. Let me tell you, nobody knows inside sales like Mike Brooks. I learned more in one day than I've learned in the last 5 years. What I liked best about the Mike's Top 20% training is that I came away with real examples, skills and techniques that I could use right away to make more money. Thanks for everything, Mike!"

--Bill Donalson, Los Angeles, CA

**In-House
Training Seminar
Available
for Customization**

For Availability Call

818-999-0869

**Schedule Your
In-House Training
Today**

Top 20% Inside Sales Training Agenda

Top 20% Performance: What it is, and How to Get There

Setting the Stage

- An Introduction to the 80-20 rule
- Going from the 80% to the Top 20%
- The rules of Top 20% Performance
- Why the 80% sound like they do
- The single greatest asset of the Top 20%
- The one thing you can start doing today to double your income

Preparation Before the Call

- The importance of keeping track of your numbers
- The 5 things you must know about scripts
- Why practice doesn't make perfect
- How to sound like a Top 20% professional
- One technique to instantly separate yourself from the other 80%
- How to anticipate and overcome initial objections
- Pre-call planning and preparation: Why the higher you go, the more you must know

Cold Calling Success

- How the Top 20% avoid initial rejection
- The single most powerful technique to use that will eliminate screening—forever!
- Why the Top 20% love getting the gatekeepers and assistants
- Stop talking at people and learn how to build instant rapport
- How the Top 20% turn rejection into opportunity, and how you can too
- Leaving voice mail messages that actually get returned
- How the Top 20% use email to their advantage
- Scripted examples of the most successful openings you can use to immediately grab attention and raise interest

Qualifying

- Why the Top 20% consider the qualifying step more important than the close
- Learn how to avoid the biggest mistake 80% of sales reps make when qualifying
- The real definition of a qualified lead
- How to identify in advance why a prospect will buy from you and, more importantly, why they won't!
- 80% of sales reps are still asking closed ended questions. Are you?
- Discover the power of assumptive questions
- Learn how to layer your questions and how to probe to find your prospect's real buying motives

- The five items that need to be on your qualifying checklist—you do have a qualifying checklist, don't you?
- Getting commitment from your prospect

Preparation for the Close

- Use your qualifying checklist to set up the perfect close
- Avoid the biggest mistake 80% of your competition is making when they call a prospect back (Hint: it begins with, "I'm just calling to follow up...")
- How to easily handle the initial objections that stump 80% of your competition

The Close

- Learn the one technique that can instantly get the sale—before you even deliver your presentation!
- How to develop powerful and effective scripts to deal with 90% of the objections you're going to get
- The 5-step method of handling objections
- The worst mistake 80% of your competition is making, and how you can easily avoid it
- How to eliminate the fear of asking for the order
- The power of trial closes
- How to handle the Top 10 objections
- The power of referrals

The Power of Top 20% Thinking

- What potential is and why you're not living up to yours
- Self image—the magic key
- How to use your subconscious to make changes and succeed effortlessly
- The self talk of the Top 20%
- The five secrets of effective affirmations
- Why you haven't reached your goals (and what you can do to make sure you do)

"Business is better than it's ever been!"

Michael - I just wanted to check in and let you know things are going really well! I have 4 deals closing next month -and about 5 more in the pipeline! The phone is ringing with lots of referrals!! I guess dreams really do come true. Your training really helped me manifest all of this - and I owe you a large debt of gratitude. Will keep in touch. Be well.

Thomas Gallagher, Entertainment Mortgage Company

"Mike's Top 20% sales training blew me away! When I got back to the office, I immediately began using his techniques and my job is so much easier as a result. I'm easily getting through gatekeepers and using powerful qualifying questions to identify who the real buyers are. More importantly, I'm closing more sales, and I know that I'll be the top closer in my office within 60 days. I can't recommend Mike's Top 20% inside sales training enough!"

Mirna Alvarado, Culver City, CA

**Sign up for
Free Ezine**

www.MrInsideSales.com

**Inquire About a
Customized Version
Brought Right Into
Your Company**

**For Scheduling and
Availability Email
mike@mrinsidesales.com
or call:**

(818) 999-0869

**For availability and pricing,
email me at**

Mike@MrInsideSales.com