



Program

Samurai Wisdom: The question is not whether you can afford to engage in sales training.
It's whether you can afford not to.

Introduction:

Samurai Sales Mastery™ is based on our revolutionary Buyer Process Management Model™. The model is deeply rooted in human behavior & neuroscience and applies to the sales and marketing environment. It is a combination of scientific research, real-life experiences, and common sense.

The program is for sales professionals, including business owners, who want to develop their business to the next level in the business-to-business environment. Samurai Sales Mastery™ focuses on the skills and competencies you need to raise your business to a level of distinction among your competitors. Each session builds on the skills and knowledge of the preceding session to help you develop proficiency and sophistication as you attain the level of sales mastery.

The Samurai Way combines Action Learning principles with scientific research on how the brain incorporates knowledge to produce behavioral change. The Samurai training methodology consists of the following six components:

- *Preparation* – the pre-session work transfers the knowledge to the participant at an intellectual level.
- *Visualization* – during the workshop session, examples, case studies, and stories translate the theories to real-life situations, thereby providing the participant with the emotional component of the learning experience.
- *Internalization* – during the workshop session, roleplays and exercises translate the lessons at the experiential level.
- *Real World Experiences* – post-session assignments, involving actual customers and prospects, for completion before the next session, translate the theories and lessons at the behavioral level.
- *Refinement and Reinforcement* – at the beginning of each session, the previous session's assignments will be debriefed, thereby deepening the behavioral/emotional learning experience.
- *On-Going Coaching* – helps the participant translate the lessons and skills learned into their personalities and markets.

Samurai Sales Mastery™

The Samurai Sales Mastery™ focuses on the information, attitude, and skills and competencies you need to develop and implement an effective Business Development process. Additionally, as you grow your sales performance level, Samurai Sales Mastery™ helps you develop the competencies necessary to improve your mental preparation and focus. You will become more efficient and effective in your selling activities, handle the difficult situation as they occur, and establish long-term trust-based relationships with your customers. Each session has a Participant Guide that you should complete before you participate in the session.

The sessions are:

1. Developing a Personal Business Plan
2. Self-Management & Hi-Performance Mental State
3. Identifying Your Target Market
4. Defining Your Sales Process
5. Creating a Constant Flow of Prospects
6. DiSC Human Behavior Styles
7. Human Perceptions & Reactions
8. Relevant Messages

White Belt
Foundational

9. Opening Warm Doors to Qualified Prospects
10. Expanding the Prospect Pool Online/Offline
11. How Prospects Buy
12. Why Prospects Buy
13. Conducting Discovery Conversations
14. Socratic Questioning
15. Value-Based Proposal
16. Closing the Sale

Red Belt
Advanced

17. Sales Jiu-Jitsu
18. Decision and Price Issues
19. Complex Sales
20. Sales Negotiations
21. Customer Loyalty & Creating Evangelists
22. Establish Yourself as a “Trusted Asset”

Black Belt
Mastery

Samurai Wisdom: Sales is the engine of any business. The sales force is the fuel for that engine.

Program Objectives

To be successful in sales, you must have a repeatable process, clearly defined, and that efficiently and effectively generates the number of sales required to meet your objectives in an increasingly competitive marketplace. The Samurai Sales Mastery™ focuses on developing the skills and competencies you need to create a successful process. It is tailored to you and your markets. It helps you hone those skills, competencies, and discipline necessary to efficiently and effectively generate the number of sales required to achieve your objectives with a high degree of proficiency.

You will be able to:

- Find and meet more quality prospects
 - ✓ Effective target marketing techniques to high potential opportunities that get appointments
 - ✓ Executive connections – how/where to network Online & Off-line for maximum effectiveness
 - ✓ How to identify and meet strategic partners in your target market that accelerate prospect opportunities
- Accelerate Buying Decision
 - ✓ Creating trust relationships
 - ✓ Why and How prospects buy
 - ✓ Dramatically improve close sales ratio
- Create customer evangelists
 - ✓ Understanding why clients buy from you
 - ✓ How to leverage client relationship for more business
 - ✓ How to get customers that willingly evangelize you to others

Training Methodology

The Samurai Sales Mastery™ is a series of sessions designed to improve the participant's sales performance immediately. It is a complete, closed-end process that encompasses the entire business development cycle. It's designed to help you implement the Buyer Process Management Model™ and facilitate and guide your prospects as they work their way through their natural buying process. It is a natural approach that allows you to blend new knowledge and skills with your personality to form a personalized and seamless professional selling methodology that will significantly enhance your long-term performance.

Samurai Wisdom: The biggest impediment to training effectiveness is the "Expert's Learning Disability" – the belief that one has so much experience that there is nothing left to learn.

Our blended-learning training techniques follow Action Learning, which utilizes an adult's life experiences and critical thinking skills to expedite the learning process, thereby ensuring that the executives and professionals involved in the program will be challenged and stimulated. The training sessions draw from the participant's real-life experiences and help them apply the concepts to actual sales situations. Each workshop includes pre-workshop preparation and post-workshop reinforcement.

What Clients Say:

"I owe my success in The Samurai Business Group team. My journey began when I was thrust into a sales role with barely any experience. It was sink or swim time, and Samurai was my life preserver. Over the years, I've continued to hone my craft while relying on the foundational skills I learned. Even though I graduated from the Samurai program, I still regularly seek Bob's advice, and he has always come through.

If you are in sales (or thinking about going into sales), you have two choices in my mind hope you figure it out, or call Samurai and ensure that you do." – Joe Bley, Enterprise Sales Mgr.

"I more than doubled my return in the first year, so that was a positive experience. The application of Samurai Sales Mastery™ is immediate with the processes, the conversations, the tools, and tracking mechanisms. It's about understanding where people are at, seeing things from their interest, and then aligning your activities, so that they become appealing to them." – Mary Eggert, CEO

"As a younger professional starting a business, I recognized that I needed formal training in business development. Samurai Sales Mastery's intensive program was what I needed. Other like-minded professionals and I studied every aspect of the business development process in a small group setting. The experience of Samurai's coaches and expertise of the other group members fostered an ideal learning environment combining both knowledge and experience.

After going through the program, our company has doubled its revenue every year for the last three years. Going through the Samurai program put me ten years ahead of where I might have been without the program. In my eyes, it's a must for any young professional considering starting a business or accelerating their career." – Eric Lucas, VP of Business Development

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