



and



# Action Oriented Sales Leadership



Presenter: Seth Sherwood

# Workshop objectives

- Develop and maintain more trusting relationships
- Focus on profitable prospecting to achieve goals
- Apply sales success process to surpass goals



# Create a Vision

(3-6 months from  
now...)

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*“I am...”*



Powerful  
Language

Present  
Tense

Positive  
Images

# Break the Ice in Business Relationships



- Tell me about a person that had a major impact on your life.
- If you had to do it all over again, what would you do differently?
- As you look back over your life, tell me about a turning point.
- Tell me about a difficult time in your life and how you got through it.
- What words of wisdom would you give to a young person? Your personal philosophy.



1. Don't criticize, condemn, or complain
2. Give honest, sincere appreciation
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile

Time tested principles from  
Dale Carnegie

6. Remember that a person's name is to that person the sweetest and most important sound in any language.

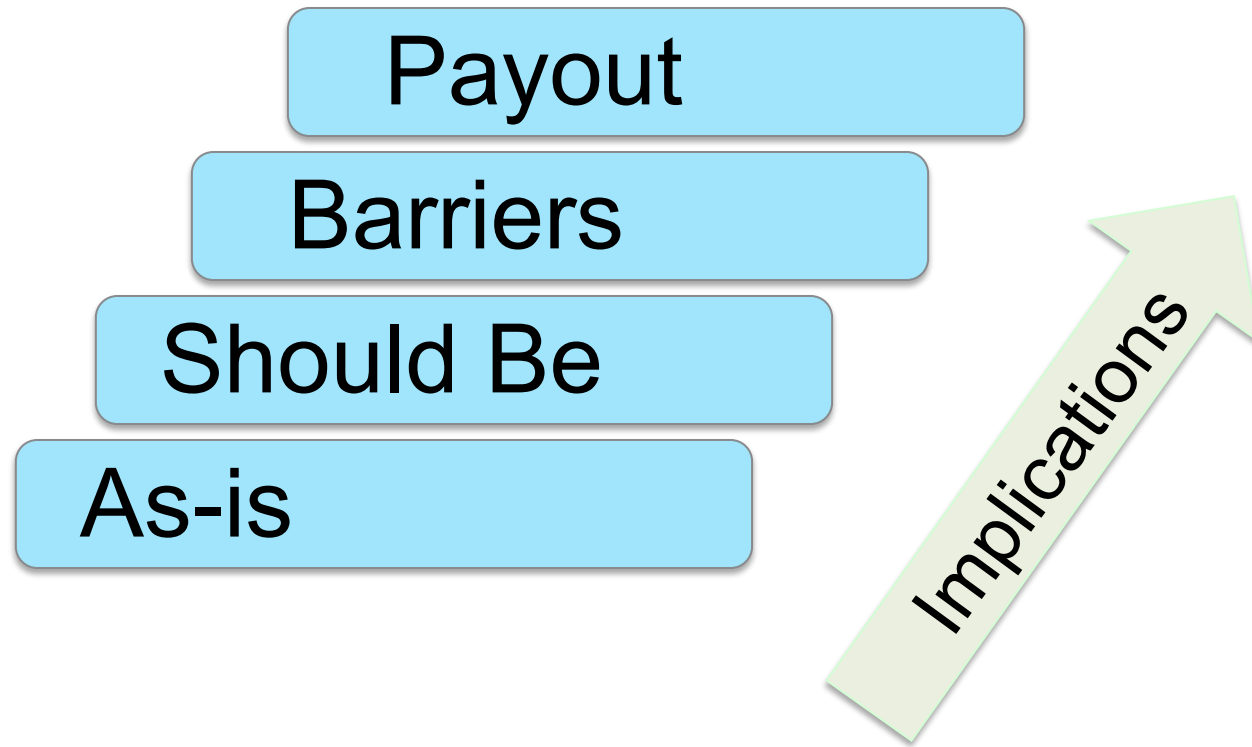
7. Be a good listener. Encourage others to talk about themselves.

8. Talk in terms of the other person's interests.

9. Make the other person feel important — and do it sincerely.

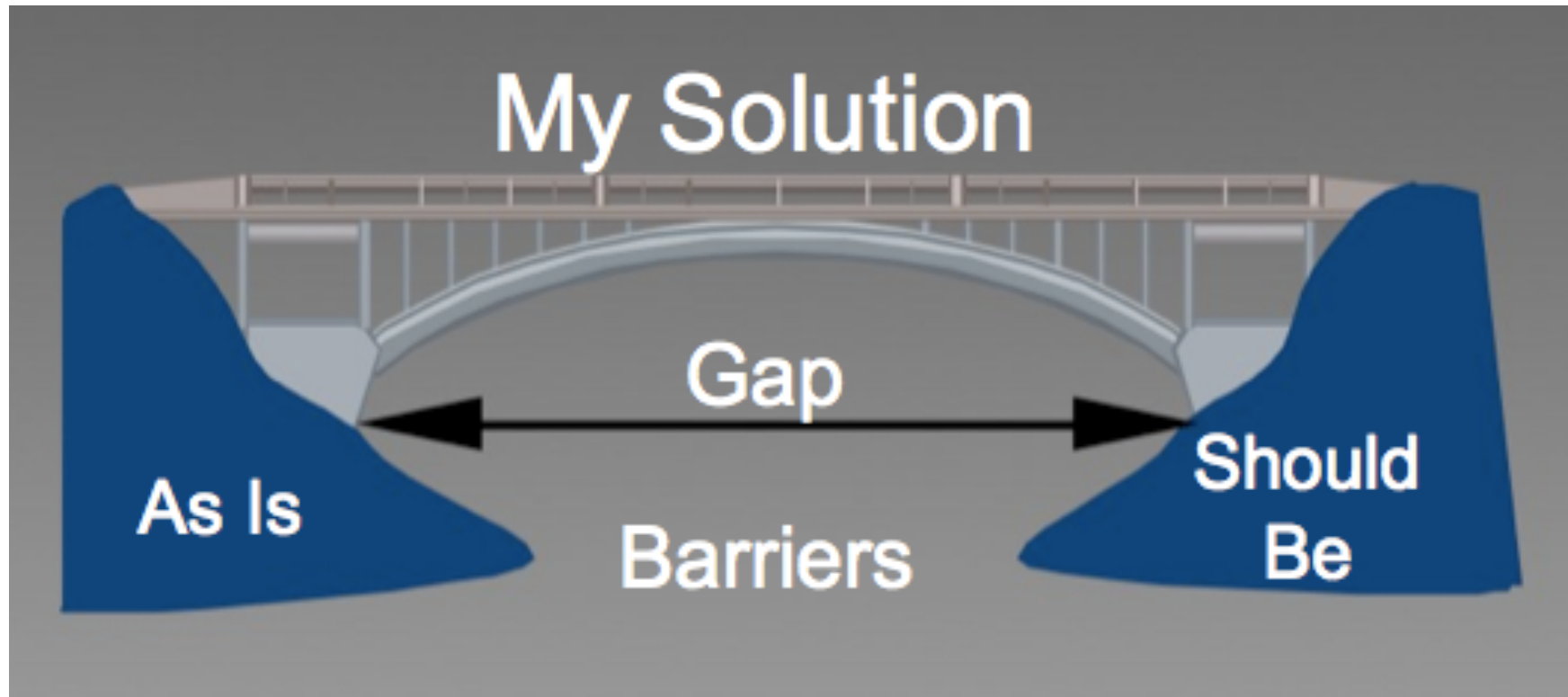
Time tested principles from  
Dale Carnegie

# Questioning Model





# Buyer's Gap



# Opportunity Rule



**Uncover new opportunities by penetrating existing accounts, prospecting for new clients, and developing a network of champions.**

# Profitable Prospecting

1. Account Penetration
2. Referrals
3. Social Networking & Events
4. Targeted campaign
5. Cold calling
6. Mass mailings/E blasts
7. Advertising & marketing





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