

# SALES MASTERY: PERFORMANCE DRIVEN SELLING™ BOOTCAMP/1.0

## Agenda

### DAY ONE:

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#### Breakfast on your own

#### 7:30 a.m. – Registration & Morning Coffee

*Participants will leave this professional development program with more than 100 immediate and sustained strategic and tactical action planes for **Finding** more business, **Getting** more business, engaging to **Keep** that business, **Growing** their business portfolio, and **Retaining** business!*

*Along with the below AGENDA make sure you get details on the resources you received before, during and after the program for continued support and success? This program is designed for maximum participant opportunities to learn, share, engage and absorb ...*

#### 8:00 a.m. - Noon – Education Session

##### **PART 1 - Performance Driven Selling/Strategic**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer  
(<https://jeffreymagee.com/about-me.cfm>)*

This session will focus on the strategy behind why customers come to you, stay with you or leave you. Attendees will learn:

- The three steps to improving daily effectiveness
- Understand you to design and harness the champion sales mindset
- Consider the *Whole-Person Selling™* approach to increased selling effectiveness
- Understand and apply the *5@5 Rule™* with our smartphone calendar to ensure weekly peak performance
- All business comes down to *5-Critical Factors*, learn and follow in your own way
- Benchmark time, research reveals *3-Psychographics* to sales professional's success
- The psychology that explains the four core logic drivers behind why individuals buy or do not buy and the four core emotional drivers behind why individuals buy or do not buy; Then how to use this in every discussion, email, text, voicemail, proposal, contract to increase your closing ratios
- Learn why prospects do or do not return your calls and how to change that
- What the prospect needs to hear to become a lasting customer
- A three-decade real-time analytic on the *5-Steps to Selling™* formula is presented; This is the fundamental formula to consultative selling and everything that you do
- Explore how to use the *ABC-MAPS™ Model* to generational selling, communication and engagement
- Learn how to *WOW®* your clients and find immediate business using the 100%-of-100% Model
- Explore how to use the USFx2x4 model to differentiate yourself and your deliverable

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- in the marketplace and away from 'no decision' or to go with the competition
- The *Reliable CARE™ Model* is how you win and keep clients, learn how to apply these five variables in everything that you and your organization does
- Learn how your selling approach must adjust for the differing generational segmentations you are engaging

The Trajectory Code Model will be introduced that is a complete game changer to how you think, act and engage the selling marketplace

### **Noon - 1:00 p.m. – Networking Lunch**

### **1:00 - 5:00 p.m. – Education Session**

#### **PART 1 - Fundamentals/Strategic**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer*

*(<https://jeffreymagee.com/about-me.cfm>)*

The afternoon session will focus on developing the "5 Steps to Selling Process". Attendees will learn:

- Learn ten new ways to start a selling discovery conversation with the other person, That garners immediate interest from the suspect, prospect or client
- How to develop a specific strategic action plan to present solutions to your prospect
- A simple formula for conversationally addressing objections, that in many situations can bring the conversation back to a close
- The main reasons people do not engage in selling conversations
- 10 ways to differentiate and ensure your offer is positioned as the best option
- Learn and role-play tactical conversational models for each step, whether used on-line, over the telephone, one-on-one or group selling situations.
- In those rare situations where you may have upset, disappointed, angry or hostile clients or adversaries in your marketplace, learn how to use the *ALWAYS Sandwich™* technique for engaging and winning back those constituents
- Learn and apply the classic Moments-of-Truth™ model to your business and personal brand to ensure that every market, prospect and client contact is always a positive
- Explore and use the conversational power engagement *Stacking & Linking® formula* to Increase your ability to build instant rapport, increase quality questions and listening with the other person; Powerful for networking and prospecting and quality lead flow generation from others to you; Find the hidden leads from the people you are engaging right now; Take the introvert out of the interaction and unleash your controlled extrovert persona

These steps will be bench-marked against how to use handouts, brochures, emails, presentations, your website, as well as social media for connecting with your market.

### **5:00 p.m. – Adjourn**

Evening on your own

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## DAY TWO:

### Breakfast on your own

#### 7:30 a.m. – Morning Coffee

#### 8:00 a.m. - Noon – Education Session

##### **PART 2 - Fundamentals Application/Tactical/Technique**

Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer

(<https://jeffreymagee.com/about-me.cfm>)

This session will focus on the application of the fundamentals learned in day one. Attendees will learn:

- Learn how to recognize your depth of product knowledge and how that actually directly impacts how you see the marketplace of opportunities or miss massive selling opportunities every day
- Use the *Business Integration Grid*® (BIG) to identify where your market opportunities are daily and where your energies should be applied 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> each day
- Consider integrating Survey conversations, questions and tools into your daily activities to actually generate better client relationships and learn where more selling opportunities are with those that you already have relationships with
- Quality and consistent lead flow generation is critical to immediate and sustained selling success, we will introduce you to where massive opportunities are with the *LeadGenerator*® methodology and system for your business
- Understand and learn how to strategically and now tactically build and call upon your *Centers of Influence (COIs)* to become true allies, lead generators, prospects, customers, etc. and how to gain support from them
- The *TRE*® system for lead generation will allow you to examine every account/client relationship you have now for hidden business opportunities and examine your marketplace for hidden selling opportunities
- Learn how to identify and profile the type of *Prospect/Avatar/Buyer-Persona* is best for what you have to offer, then with precision skill find and engage them
- How and when to utilize resources more effectively using a visualization process for instant recall
- How to develop forward action plans for any lost prospect that decides “no” is the answer for now
- The classic *Sales Pipeline Funnel*® concept is (re)introduced, placed on steroids and you learn how everything you do in selling must be in alignment with the six-levels to your Sales Pipeline Funnel® or it is a distraction to effective selling
- We will present the 1-52-X Formula® and the 5@5 Rule® and how they tee-up what you do every Monday and how to ensure your generating ROI by Friday, while keeping the Sales Pipeline Funnel® always full and flowing for continued self-accountability effectiveness after you leave the; We will bolt this into your cell phone as a personal accountability self-partner

#### Noon - 1:00 p.m. – Networking Lunch

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**1:00 - 4:00 p.m. – Education Session cont'd**

**PART 2 - Fundamentals Application/Tactical/Technique**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer  
(<https://jeffreymagee.com/about-me.cfm>)*

A formula will be presented for each participant to benchmark their daily activities. This plan will incorporate what they do to ensure past great selling opportunities are not lost, and will include ways to subtly generate more leads by viewing this as a daily commitment.

In this session, attendees will learn how to strategically and tactically pull upon any one of and more than 50 SELLING TOOLS in the TOLL BOX Section:

- From levels four and five within the *Sales Pipeline Funnel™* that you will learn effective conversational ways to handle and deal with "NO", "Objections" and hostile gate-keepers to defuse them and close them
- You will learn a game changer ideology that has you identify the essential work products and frequency of each that super-achievers have learned, you will bench mark against this formula for your own and reveal the exact daily actions to success and surpassing selling goals
- The *Quadrant Manager System™* a 4-step time management technique used to track every activity and ensure it generates productivity results; there will be a Marketing application, daily Selling application and weekly Administrative application to this model
- Sales Pipeline Funnel® concept for continued self-accountability effectiveness after you leave the workshop
- Learn how to identify and design your own *Work Flow+Frequency Model* (like the 5-1-2-1-2-X Model that revolutionized selling behaviors and increased market share for the largest sales force in America!)
- Learn how to use the 1-2-3-4-5-X System™ to stay on top of hot leads until the close
- Learn how to turn your next Exhibit opportunity into a massive lead flow and closing frenzy
- And more, more, more, more ...

This session explores generational selling and connections, from working in a virtual world to incorporating social media as awareness building, brand positioning, COI leverage, networking for greater market share. Attendees will depart at the end of this session with a daily "to-do plan of action items" to ensure continued effectiveness.

**4:00 p.m. – Adjourn**

**WHEN YOU GET BACK HOME:**

**WHEN YOU LEAVE – Education Session cont'd**

**PART 3 – Strategic Sales Mastery Virtual Coach Goes Home With You**

*Dr. Jeffrey Magee, CBE, CMC, CSP, PDM - Human Capital Developer*

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, so when you leave you have additional professional development sustainment options to keep you going and growing:

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1. Weekly membership to the **SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Series Calibration Articles/Blogs/Vlogs** with very specific strategy or tactical engagement ideas/suggestions for sales professionals to immediately use to benchmark their best practice approaches or skill-up with new insights! - <https://jeffreymagee.com/eazines.cfm>
2. More than **30- SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Webinars** for client selection and sequenced follow-up on-going routine professional development...
3. Continued enrollment into **SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Series** future updates to digital books, models, excel spreadsheet trackers, research, our exclusive ProductivityTracker™ and LeadGenerator™ instruments, 411 and 911 updates as appropriate ...
4. Post 2-CD/MP3 **SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Series Sales-Mastery Audio** upon request
5. Access to motivational and on-going professional development **SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Series Podcast** series ...
6. Access to on-line town hall meet-ups ...
7. **SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Coaching** available
8. Super charged self-development via our robust on-line **AccelerationVault™ SALES MASTERY: PERFORMANCE DRIVEN SELLING™ 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 **SALES MASTERY: PERFORMANCE DRIVEN SELLING™ Series** – <https://jeffreymagee.com/sales-mastery.cfm>



# SALES MASTERY: PERFORMANCE DRIVEN SELLING™ SERIES

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 (1) System, (2) Processes & Models, (3) Procedures and with a full suite of sustainment resource platforms:

**IF YOU ARE LOOKING TO MASTER THE SALES PROCESS TO PROPEL YOUR CAREER OR YOUR COMPANY FORWARD, THIS IS THE PROGRAM FOR YOU.**



**PDS/1.0**

## PERFORMANCE DRIVEN SELLING BOOTCAMP/1.0

Our most comprehensive two-day professional development program, presenting the strategic and tactical sides of selling success. Learn and apply the fundamentals of selling success and gain a better understanding on the psychology-of-selling and what it takes to build and sustain selling effectiveness - <https://www.jeffreymagee.com/performance-driven-selling.cfm>

## ITEM #1 PERFORMANCE DRIVEN SELLING BOOTCAMP/Intensive 2.0

Deep dive into the fundamentals of professional selling and recruiting, learn and role-play through the mechanics and basics of selling. Great for new sales professionals and those not making mission - <https://www.jeffreymagee.com/performance-driven-selling.cfm>



**PDS/2.0**



**PDS/3.0**

## PERFORMANCE DRIVEN SELLING BOOTCAMP/Annual Sales Business Planning & Key Relationship Building Strategies/3.0

Design, build and strategically implement your annual sales plan by identifying the necessary and strategic KPIs on a daily, weekly, monthly , Quarterly basis to achieve and exceed annual sales goals - <https://www.jeffreymagee.com/performance-driven-selling.cfm>

## PERFORMANCE DRIVEN SELLING/Sales Management /4.0

The ultimate sales manager and leadership program providing participants with sales oriented strategic and tactical managerial-leadership skills to build, lead, manage, coach and track the analytics that matter for successful sales professionals and recruiters to attain peak performance - <https://www.jeffreymagee.com/performance-driven-selling.cfm>



**PDS/4.0**



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