

# Sales Success Seminar



**mindset · attitude · belief · results**





## SALES SUCCESS SEMINAR

### Overview

Many companies in this weakened economy are fighting the same battles with some barely surviving: resources spread too thin, sales slumping and unmotivated employees fearing the loss of their jobs. Makes You Think's Sales Success 3 Day Seminar provides the specific sales thought leadership tools and step-by-step strategies needed to replace fear of the unknown with a sales success mindset. It also teaches practical action steps for finding opportunities in today's fast changing economy. This Sales Success Seminar caters for corporate sales teams, small business salespeople and even individuals ("solopreneurs") who want to rapidly grow their business.

### Your 3 Day Sales Success Seminar Package

#### Sales Success Seminar is facilitated in:

- Johannesburg
- Cape Town
- Durban
- Regional areas by arrangement
- Corporate seminars and training on request

#### Success Seminar Includes:

- 3 Day intensive 12 Sales Principles
- Course Material

- Morning Tea and Coffee
- Tea Break
- Lunch
- Afternoon Tea

Cost R 14 995.00pp excl VAT

#### Bonus Gift:

Each delegate receives a copy of Thinking Into Results



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### Who Should Attend

Sales Directors | Sales Managers | Sales Team Leaders | Key Account Executives | Sales Executives | Sales Consultants

### Agenda

#### Day One

*Sales Principle 1: Goal Setting and Achieving*

- A Worthy Ideal

*Sales Principle 2: Return on Investment*

- The Knowing / Doing Gap

*Sales Principle 3: Productivity and Efficiency*

- Your Infinite Mind

*Sales Principle 4: Peak Performance*

- The Secret Genie

#### Day Two

*Sales Principle 5: Problem Solving "From the Inside Out!"*

- Thinking Into Results

*Sales Principle 6: Creating An Environment You Believe In*

- Environment Is But Our Looking Glass.

*Sales Principle 7: Overcoming Barriers To Success*

- Trample The Terror Barrier

*Sales Principle 8: Align Your Actions and Results With Vision*

- The Power of Praxis

#### Day Three

*Sales Principle 9: The Attitude and Mindset of High Performers*

- The Magic Word

*Sales Principle 10: Effective Leadership*

- The Most Valuable Person

*Sales Principle 11: The Power of Word of Mouth*

- The Impression of Increase

*Sales Principle 12: Leveraging Collective Knowledge and Experience*

- Magnifying The Mind





## Seminar Outline

### Sales Success Principles

#### *Sales Principle 1: Goal Setting and Achieving - A Worthy Ideal*

Learn how to think big and set both personal and professional goals, in turn enabling you to set BIG team goals. Big goals inspire you to move business forward and be more successful.

#### *Sales Principle 2: Return on Investment - The Knowing / Doing Gap*

Learn how to close the gap between what you KNOW you should be doing and what you are DOING. When you understand the cause of your unproductive behaviours and change them, you become more productive and successful.

#### *Sales Principle 3: Productivity and Efficiency - Your Infinite Mind*

Learn how to change your paradigms [your beliefs, behavioural habits and patterns] instilling a culture of productivity. Learning how to change your non-productive habits into productive habits, will increase your performance and productivity, leading to greater sales success.

#### *Sales Principle 4: Peak Performance - The Secret Genie*

Learn how your mind truly works, making changes to your behaviours and actions permanent. Learning how to break free of past results and habitual behaviours, increases your efficiency and ability to work with your team and achieve your goals.

#### *Sales Principle 5: Problem Solving "From the Inside Out!" - Thinking Into Results*

Learn how think and analyse you thinking. Take responsibility for your behaviour and thinking, and learn how to

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change your thinking in order to get the results you want. Learn how to create innovative solutions to problems

#### *Sales Principle 6: Creating An Environment You Believe In - Environment Is But Our Looking Glass*

Learn how to change your internal self -mage. Changing how you see yourself on the inside, will change how you perform on the outside.

#### *Sales Principle 7: Overcoming Barriers To Success - Trample The Terror Barrier*

Learn how to overcome your personal fears and doubts. Learn how to move forward to bigger actions and boost your performance.

#### *Sales Principle 8: Align Your Actions and Results With Vision -The Power of Praxis*

Identify the connection between your beliefs and your behaviours. Learn how to practically align behaviours and beliefs with key outputs in order to ensure you reach your full potential achieving the performance results you desire.

#### *Sales Principle 9: The Attitude and Mindset of High Performers - The Magic Word*

Learn how to focus and change your thoughts and feelings about situations that aren't going well. This in turn allows you to have control over any situation. Learn how to accomplish more in a shorter period of time.

#### *Sales Principle 10: Effective Leadership - The Most Valuable Person*

Learn how to develop your own leadership qualities and learn how to be a good follower. Grow your leadership role and strengthen your relationships with executive management, team members and colleagues.

#### *Sales Principle 11: The Power of Word of Mouth - The Impression of Increase*

Learn how to give, without expecting anything in return. Promote high service standards, and learn the ethos of doing and giving more than is expected of you. Learn how to make your customers feel valued and appreciated giving the impression of increase, happy customers will keep buying from you and will generate many great referrals.

#### *Sales Principle 12: Leveraging Collective Knowledge and Experience - Magnifying The Mind*

Learn how to create results in quantum leaps free from struggle and confusion. Learning how "Magnifying Your Mind" leaves you empowered and with unprecedented, and measurable increases in performance.



## YOUR SEMINAR FACILITATORS

### Chris Styles:

From his childhood forward, Chris Styles never thought small. Raised in an entrepreneurial family, his youthful years were certainly responsible for instilling great discipline, persistence and a strong work ethic. Chris studied the elephants of Botswana's Northern Tuli Game Reserve, graduating with a M.Sc. in wildlife ecology from the Mammal Research Institute of the University of Pretoria. After ten years of working throughout Africa on human-wildlife co-existence challenges, Chris sought new growth opportunities. At one point in 1999, Chris remembers emerging from more than 50 job interviews having been told that his degrees in wildlife ecology made him 'unemployable in the corporate world'. Chris persisted, not only garnering employment in this 'untouchable world', but 7 years later, being appointed General Manager to one of South Africa's leading retail banks.



Through his many successful years in banking and finance, Chris continually sought out business mentors and business coaches, understanding that the experience and expertise of others who had gone before him would help him make substantial, quick gains in his own leadership and business growth style. When he eventually chose the entrepreneurial path, Chris chose to be a Business Coach. Since his embarking on Business Coaching, Chris Styles has become widely recognised throughout Africa as an acclaimed business coach who can guide entrepreneurs on to the right path and help established businesses to greater productivity and profitability.

### Suzanne Styles:

Despite the fact that she didn't complete a formal education, and found herself a single parent with three children at the age of 26, Suzanne pressed on. She was determined to find her way beyond the initial structured family and community she had emerged from. Suzanne stumbled into the advertising industry and realised she'd found a niche which would allow her to grow in business. She became South Africa's first female director of an Out of Home Media company and then co-founded her own company, Airport Media, in 2002. Ten years later, she was selling the entity at its highest point of success. Suzanne's extensive business and entrepreneurial experience made the transition from entrepreneur and business woman, to professional business coach, a natural one.

As a vastly experienced business coach, Suzanne teaches unique life and business success mechanisms. These are skills that she, herself, practiced along the way to achieve one success after another. She has an in-depth understanding for women in the workplace as well as for those women entrepreneurs who are building businesses without a lot of support from families or community circles. "Even if no one in your family or circle of life has ever managed to build a hugely successful business, their facts have nothing to do with how you will succeed," says Suzanne. "All your results ultimately come from what you think about all day long. Because we can develop ways to change and control our thoughts, we can do exactly the same with our lives and businesses."

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