

Sylvia Perreault
Success Method and Sales Training



All the presentations and training sessions are based on the Success book series developed and published by Sylvia Perreault.

"Are you your worst client? Pride and Profit with Success"

60 minutes keynote

Topics covered in this presentation:

Profitability, Work/Life Balance, Business Excellence, Entrepreneurism, Growth, Motivation/Inspiration, Time Management, Sales Motivation, Sales Training, Personal Development, Peak Performance, Personal Growth, Productivity, Organizational Skills.

Sylvia Perreault's passion for success and pride has lead her to give dynamic lectures designed to stimulate professionals groups. But beware her pride is contagious and you will never see your business, your sales team or even your profession, the same way again!

This presentation has already inspired literally thousands to achieve greater Sales Success. I share my own true story, experience and visions. I am someone who has "been there, done that" and now I am back to tell you how to do it better! I discuss the art of the Sales Business and its challenges. I will motivate you and help you to catapult your business. I will show you how to believe in yourself and to earn what you deserve! I present a practical approach to the Sales trade and teach you the successful way to prospect and sell!

Participants will learn:

- how to achieve their full potential
- how to have a successful attitude
- how to improve their reality using your goals, dreams and expectations.
- how to believe in themselves and to earn what they deserve

Develop a successful attitude and gain pride in working with purpose.

Know how pride will help you in selling yourself, your companies or your services.

Focused on the intangible or tangible products, this keynote is an ideal way to open or close your conference, inspire your people, and move them to action.

Sylvia will motivate and catapult your self confidence and business attitude!

Training sessions

The following training sessions can be given as a full-day or 3-hour session.

1. “Painless Prospecting”

Objective: Upon completion of this session, the participant should be able to identify new sources of clients and recognize the importance of past clients and spheres of influence. Participants will learn the importance of combining and incorporating positive thinking and action with the use of “Key Questions for Sales-Success” in their daily prospecting and sales technique. Those key questions are basically the core of a good sales presentation and technique to better answer the needs of their current and prospective clients.

Outline:

- develop a consistent and positive approach to prospecting with goal setting and assertiveness
- develop solid bases for a positive and coherent approach to telephone prospecting
- identify and examine new sources of clients with marketing strategies in sales projects and development
- identify the types of clients participants work best with
- understand the importance of past clients and referrals and how to capitalize on this vast resource
- understand the importance of client loyalty
- learn how to recognize the clients’ needs
- learn how better understand the clients’ needs to become more competitive
- understand the importance of positive thinking and self-confidence while prospecting with the right tools and approach
- learn how to use the “Key Questions for Sales - Success”
- Plus: Errors to avoid in effective prospecting!

Lesson Plan:

The seminar is taught using a visual presentation and is complemented with an exercise booklet. In addition, each participant receives a laminated copy of the “Key Questions” to post in their office for easy reference during calls. The lecturer is direct, anecdotal and humorous. Audience participation is strongly encouraged as it is an indispensable learning tool. The seminar includes frequent individual and group exercises.

2. “The Key Responses for Sales-Success!”

Objective: Upon completion of this seminar, the participant should be able to master specific actions and mechanisms to get out of difficult situations and respond to tough questions arising from negotiation. Participants will learn how to respond to their client’s hardest objections in order to close the deal successfully.

Outline:

- understand the importance of positive thinking and self-confidence for convincing and persuading
- understand and apply the “8 Ways to Convince Prospective Clients to Hire You or Do Business With You”
- identify your approach to answer objections and strengthen weaknesses

- use and learn the “Responses for Sales-Success” to handle any objections
- learn and use specific actions to get out of difficult situations and/or respond to tough questions.
- know when and how to close and have the client sign.

Lesson Plan:

The seminar is taught using a visual presentation and is complemented with an exercise booklet. The lecturer is direct, anecdotal and humorous. Audience participation is strongly encouraged as it is an indispensable learning tool. The seminar includes frequent individual and group exercises.

3. “Let’s Talk About Price \$\$!”

Objective: Upon completion of this seminar, the participant should be able to help their client change their subjective view the sales price to an objective one through the use and understanding of several Sales-Success Tools.

Outline:

- help their client change their subjectivity to objectivity with respect to pricing and value
- understand the client’s motivation for pricing
- effectively address price negotiation with his/her clients
- understand the client’s fear of regret and know how to help them get past it
- identify style of approach to price talks and strengthen weaknesses to handle objections
- use and understand the “8 Ways to Discuss Price With Clients”
- understand and use the “8 Ways to Present Your Estimate and Have It Accepted By Your Client”
- learn to defend your commission/retribution in the process
- how to negotiate, close the deal and have the client sign

Lesson Plan:

The seminar is taught using a visual presentation and is complemented with an exercise booklet. The lecturer is direct, anecdotal and humorous. Audience participation is strongly encouraged as it is an indispensable learning tool.

4. “Developing your Sales-Success!”

Objective:

Upon completion of this seminar, the participant should be able to set goals through making a business plan and budget, improve profitability and learn tricks to become more organized and efficient.

Outline:

- improve his/her reality using goals, dreams and “Reality Sales” expectations
- set goals and objectives that will motivate the participant to grow and expand his business
- understand and use the Sales-Success Method
- design and follow a budget to ensure maximum profitability

- design and use a business plan in order to achieve prescribed goals with action plan
- adopt ways to increase organization and efficiency
- learn to work with business partners and learn how to delegate and to whom
- learn to define and defend if necessary your retribution/commission
- be proud to be in sales and adopt a successful attitude about it

Lesson Plan:

The seminar is taught using a visual presentation and is complemented with an exercise booklet. In addition, each participant receives a business plan to fill out. The lecturer is direct, anecdotal and humorous. Audience participation is strongly encouraged as it is an indispensable learning tool. The seminar includes frequent individual and group exercises.

Note: All the sessions can be adapted to meet the specific needs of any audience and to accommodate any room size and participant attendance. For a larger group these sessions can be modified to feature less workshop participation and more interaction with the speaker and a stronger emphasis on theories illustrated using personal examples and experiences. It is also possible to combine several subjects and omit workshops and group participation.

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