



# Sales Excellence

*Leading for Excellence Program Series*

**Sales Excellence** will equip your sales team with the mindset, sales skills and coaching tools needed to achieve the next level of sales performance – and sustain this performance over the long-term. This dynamic and fully integrated program is completely customized to your specific business and the sales level of your team, whether selling to retail customers or Fortune 500 executives.

## Three Phases to Sales Excellence:

Each customized *Sales Excellence* program incorporates three core components that will enable your team to develop the right mindset and skills to both achieve and sustain success:

### Phase 1: Mindset of Excellence - *Establishing the Right Sales Mindset*

Each member of your sales team will experience a transformational shift in method and behavior, resulting in more focused attention and a change in self-perception from “sales person” to “sales professional”. This new mindset will form the right base on which to build effective sales skills.

### Phase 2: Strategies for Excellence - *Effective Sales Skills and Processes*

Three skills vital to the success of every sales professional are building relationships, investigating, and clearly communicating value. Fine-tuning these skills will enable you to completely change focus from price to value, negotiate win-win solutions — and, ultimately, become a “business ally” in your customers’ minds.

### Phase 3: Sustaining Excellence - *Sales Coaching for Sustainable Growth*

Once your sales team has the right mindset and selling skills in place, you need to equip your sales managers with the essential coaching and mentoring skills needed to sustain results over the long-term. Sales managers will gain a renewed focus and energy that will enable them to inspire their teams to achieve unprecedented results.

## An Intensive Program for All Sales Levels

You choose the *Sales Excellence* program that will best meet the needs of your specific business — and level of sales skills:

### **Foundations of Selling**

A basic-level program designed to provide new sales people with the essential foundational tools, skills and mindset to effectively sell into any market.

### **Maximizing Transactional Sales**

An intermediate-level program designed to maximize the success of experienced sales representatives in transactional-selling environments such as retail, banking or finance.

### **Strategic Solutions Selling**

An advanced-level program designed to provide account managers and executives with the essential mindset and strategic skills needed to sell complex solutions to senior managers and executives.



## Results you can expect from Eitan Sharir's *Sales Excellence* program:

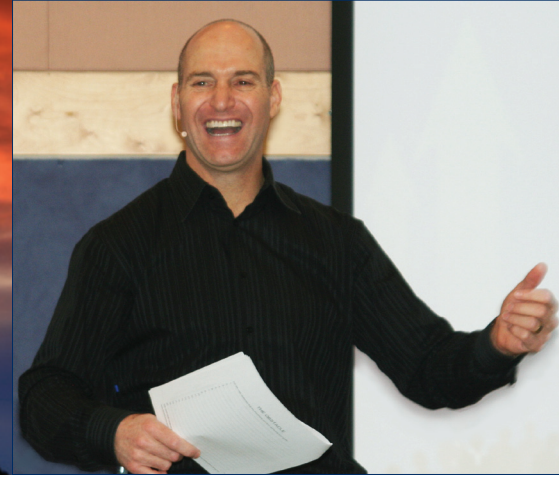
- Highly motivated and more productive sales team.
- Significantly higher closing ratio.
- Shortened sales cycle.
- Increased morale and cohesiveness.
- Measurable sales performance and improved bottom-line results.

*“Thank you again for the outstanding sales development program. The quality and impact of the customized seminars and workshops has exceeded both our expectations and objectives for the program.”*

Neil Cusati

Vice President, TELUS Mobility





## About the *Leading for Excellence Program Series*

*The Leading for Excellence program series* is an intensive series of corporate training programs proven to deliver unprecedented levels of performance, productivity and bottom-line returns. Align every employee with your organizational vision, inspire teams to work toward common goals of performance excellence, and sustain this excellence over the long term. Choose the *Leading for Excellence* programs that will best move your organization forward:

- Culture of Excellence
- Leadership Excellence
- Sales Excellence
- Service Excellence
- Team Excellence

## About Eitan Sharir and Dynamic Achievement Group

Eitan Sharir is a business advisor, corporate culture and leadership coach, accomplished keynote speaker and founder of Dynamic Achievement Group, an organization committed to corporate leadership excellence. Eitan holds a Bachelor of Commerce degree with a double major in business economics and economics, and a post-graduate commerce degree in general management and international marketing. He has also reached the Masters level in Neuro Linguistic Programming, specializing in training and core transformation.

For the past 15 years, Eitan has helped some of the world's leading organizations achieve profound results through his uniquely effective programs.

Sheraton • London Drugs • Coca-Cola • Interior Savings  
Mercedes-Benz • Colgate-Palmolive • AVIS • Scotiabank  
PCL • TELUS • Coast Hotels • Corix • Mainroad Group

## Schedule a Complimentary Review Session Today

Schedule a complimentary one-on-one review session today to discuss your specific objectives and find out from Eitan what highly successful organizations are doing to maximize value from their training and development programs. Call 604-926-6465 or email [eitan@eitansharir.com](mailto:eitan@eitansharir.com).

## How is *Leading for Excellence* Different?

To succeed, your corporate training programs have to be about more than just learning performance skills:

- > The right mindset is required to properly prepare your teams to learn performance skills.
- > This mindset and skills learned need to be sustained to ensure employees don't revert back to old habits.

*“Simply put - enlightening and refreshing. Our session was custom tailored for our sales force. Thanks to this program, we are now all better ‘self managers’ today than we were last week. Thanks again.”*

Jordan Thorsteinson  
Director, Customer Sales  
Orca Bay



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## LEADING FOR EXCELLENCE PROGRAM SERIES

Culture of Excellence • Leadership Excellence • Sales Excellence • Service Excellence • Team Excellence