

DOCTOR OF \$ALE\$!® SERIES

Passion Selling!

Longer Customer Relationship

More Employee Satisfaction

Competitive Edge

More Customer Loyalty

More Referrals

Better Reputation

More Business

More Sales

More Income

More Excitement In Selling

Passion Selling

Less Employee Turnover

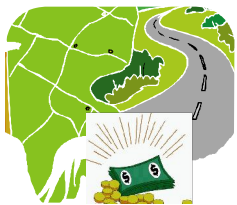


*"We Live in a Forest,
Nature Doesn't Care...
The Market Doesn't Care!"*

Professional Selling is the name of the Selling Game in business today. Your people need to be exposed to selling situations in addition to product knowledge training. This series will help in graduating your people in Sales Mastery.

Doctor Of Sales® Series rely on the powerful training of the Starmanship Selling System based on a revolutionary sales approach that has already changed the way hundreds of organizations and sales professionals practice the business of selling.

The Doctor Of Sales® Series is composed of Six Programs that will help graduate your sales people from the basic level to the most professional one to be Doctors Of Sales®.



1. The Roadmap To Stardom® - how To Create Passion For Selling!

Discover how to get into the top 4% of successful people and gain passion for selling.



2. Successful Selling Strategies®

Start with the basics of selling: What are the Personal and Technical skills of a Dr. of Sales? What is Systematic Selling? How to develop T.R.U.S.T Selling?



3. Relationship Selling Strategies®

How to build lasting Relationships with customers. What is the STAR Relationship Matrix that will help in developing loyal customers and obtaining more referrals.



4. Advanced Selling Strategies®

Learn how to read customers like a book and the secrets of closing complexed sales.



5. Selling To The Top®

Learn the critical issues involved in Selling to Top people and to Groups where more than a decision maker and influencers are involved.



6. Rattlesnake Canyon™

Discover the secrets of effective negotiations and the benefits of building effective sales and Distribution partnerships.

1. The Roadmap To Stardom® - How To Create Passion For Selling!

This workshop contains a set of 7 principles that lead to Stardom. These principles have been tested and proven by millions of men and women, and all great success is based on them. By integrating these principles into your daily life, you will feel happier, stronger, and more self-confident. You will be more focused and more able to achieve your goals.

Focus Is On:

- Discover the principles for effective living
- Improvement and development for self as well as professional life
- Learn how to transform problems into opportunities
- Discover how to get into the top 4% of successful people



1-Day Workshop

2. Successful Selling Strategies®

Develop a framework for organizing, managing, and implementing your sales process and strategy. Learn an easy-to-maintain and systematic approach to prospecting, targeting clients, managing your sales pipeline, gathering customer intelligence, and color selling. Compared to traditional selling approaches, this system enables you to gain more clients while investing less time, energy, and money.

Focus Is On:

- Basic selling skills
- Better understanding of how people buy and why
- Color selling
- The selling process



3-Day Workshop

3. Relationship Selling Strategies®

How to Open relationships not Closing sales is the name of the game in this workshop. When the relationship is good, the sale will be closed and maintained!

The focus is to change the way people think about selling and teach them specific techniques in order to generate more sales, more referrals, and more cross selling with less resistance and less complaints

Focus Is On:

- Building trust
- Keeping customers for life
- Changing customers into advocates
- Building up customer relationships for additional sales and referrals



2-Day Workshop

4. Advanced Selling Strategies®

This workshop is to assist you to stay one step ahead of your customers, your competition and the changing circumstances of these challenging business times. Learn how to read people like a book and close smartly not hardly. Understand how to make prospecting easier and more effective. Become the preferred vendor of your product or service.

Focus Is On:

- Doubling sales through the secrets of closing a sale
- Detecting smart buying signals
- Powerful closing



2-Day Workshop

5. Selling To The Top®

This workshop will equip you with a professional sales process to quickly identify the decision makers when selling to big people or groups and how to figure out who is the *Dominant Influencer* in the Group, the Decision Maker, the Gatekeeper,...etc., and how to master the selling process among all concerned for effective results where everyone is with you.

Focus Is On:

- Identifying the decision makers
- Develop detailed plan for calling on big accounts
- How to sell to the top directly



1-Day Workshop

6. Rattlesnake Canyon™

Rattlesnake Canyon™ is an experiential learning workshop focusing on maximizing sales performance in a market scenario characterized by competition, rapid pace and tight deadlines. Participants learn how to look beyond their current environment and commit their resources to the potential of “*what could be*”. They also discover the benefits of building effective sales and distribution partnerships. Participants achieve an understanding of the importance of both goods and services and an appreciation for the value of less tangible resources such as ideas, information and trust.

Focus Is On:

- Experiential learning
- Negotiations skills
- Building partnerships with clients



1-Day Workshop



STARMANSHIP®
& Associates

www.starmanship.com