

The Fear-Free Prospecting & Self-Promotion Workshop® Management Accreditation Courses

May 12-15, 2020

The Fear-Free Prospecting & Self-Promotion Workshop Management Accreditation Courses are an intensive counter-offensive on the emotional barriers that keep talented, motivated professionals from earning what they're worth.

The hesitation to initiate first contact with prospective buyers on a consistent basis is responsible for the failure of more competent and capable salespeople than any other single factor. *Nothing else even comes close.*

REAL SCIENCE. REAL RESULTS.



Workshop topics Include:

- Why up to 80% of the people selected into sales today won't survive one year.
- Why up to 40% of your veteran producers may be thinking about quitting *right now*.
- Spot the "carriers" poisoning sales growth in *your* organization.
- What really motivates professional salespeople: "hot buttons" from new international research.
- When goal-setting, time management and sales training make matters worse!

Fear-Free Prospecting & Self-Promotion Workshop®
Management Accreditation:
Picking the Blue Chips SPQ*Gold/FSA
& Train-the-Trainer

Day 1 ~ May 12

8 - 8:30 am Check-In
8:30 am Introduction
What is the Secret of Sales Success?
Guiding Principles of Sales Call Reluctance

Lunch
Afternoon The Faces of Sales Call Reluctance
SPQ*Gold/FSA Feedback
5 pm Adjourn

Day 2 ~ May 13

8:30 am Review
Beyond the Fear of Rejection: Confronting
Sales Call Reluctance Follow-through:
Monitoring Your Progress

Lunch
Afternoon Million \$\$ Secrets of Modern Sales Call
Reluctance Research
Three Critical Questions for Sales Candidates
Guess Who's Spreading SCR in Your Organization?
SPQ*Gold/FSA Validity
5 pm Adjourn

Day 3 ~ May 14

8:30 am Review
Beyond Testing: Using Your Eyes & Ears to Spot
SCR

Lunch
Afternoon Putting It All Together: Hands-on Case Studies
Conclusion of Picking the Blue Chips:
SPQ*Gold/FSA Accreditation
5 pm Adjourn

Day 4 ~ May 15

8:30 am Counter-Intelligence Strategies for Teaching the
Workshop

Lunch
Afternoon In-Depth Review of the Workshop Countermeasures
Guiding Principles of the Follow-Up Program
Final Quiz and Awarding of Certificates
4 pm Adjourn

Who Should Attend?

- CEOs, Managing Directors
- Director of Sales & Marketing
- Sales Managers
- Sales Training Execs
- Human Resource Execs
- Performance Consultants
- Psychologists & Counselors
- Entrepreneurs

Anyone managing people
required to develop & grow
a client base!

**Picking the Blue Chips
SPQ*Gold/FSA Accreditation:**
\$1895/pp

Train the Trainer:
\$2395/pp

Registration fee includes tuition,
materials and meals.

PsychScore® Product Group



**BEHAVIORAL SCIENCES
RESEARCH PRESS, INC.**