

# *Mateffy & Company*

Workforce Re-Engagement Solutions

## *The Engaging Sales Professional Training Program*



**BUILDING AN IMPASSIONATED SALES FORCE**



## How engaged with work are you and your sales people?

According to research by the Gallup Organization, only 16% of American workers are engaged with their work. 64% come to work and collect a paycheck, but their hearts (and therefore their heads) aren't in what they're doing. The remaining 20% are actively disengaged and generously share their discontent. To make matters worse, no matter how engaged employees are when hired, six months later only 38% remain so.

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*Companies with engagement levels below 25% had a negative 10% return to shareholders*

*Gallup*

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American companies spend billions each year trying to create workplace climates that set the stage for engaged sales performance. They conduct employee satisfaction surveys, find new and ever more expensive ways to pat workers on the back, and point them toward compelling mission statements. But the results don't last. The problem? These efforts ignore a key fact: organizations are made of *individuals*, each with unique work-related passions. The expression of those passions (or the lack of it) determines the degree to which they're connected with their customers and the organization for which they sell. That's why organization-wide, one-size fits all engagement programs make so little long-term impact on performance.

## What will *The Engaging Sales Professionals Training Program* do for your sales people?

With the tools provided in this program, your sales staff will be able to:

- Understand the role engagement plays in sales performance.
- Uncover each of their engagement-fostering passions to sell.
- Build active listening and observation skills.
- Get their *customer* to sell for them.
- Prepare for and completing cold calls.
- Practice time and territory management.
- Build emotional maturity.
- Demonstrate graciousness and patience.
- Build customer relationships that extend beyond the sales meeting.
- Use trust-building responses.
- Prepare for sales presentations.
- Respond to difficult presentation situations.
- Grow lasting, trust-based connections with the customers they serve.
- Know the role fear plays in sales.
- Identify common sales fears.
- Face specific fears and negative self-talk.
- Develop courage-building habits into every sales call/presentation.

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*Companies with engagement levels over 60% had an average total return to shareholders of 24%*

*Gallup*

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# Module One

## **Engagement Principle #1: Having a passion for what you do is the key to successful selling.**

Research has found that salespeople who are truly engaged in their work will sell at least 50% more than those who are disengaged. Why? For one thing, customers can spot someone with enthusiasm and commitment to their product and clients a mile off. For another, engaged people are filled with ideas and energy for what they do. For them, work is a destination, a place they can exercise their occupational passions and actually *get paid for it!* On the other end of the spectrum are disengaged salespeople, those who decide constantly whether they are in the right job or if they can make it through another day of pretending they are. Customers can spot this, too. Think about it: Who would *you* rather buy from?



Discovering your level of or potential for engagement in your job is a key to making the most of it in any number of ways. The amount of money you make, the quality of

your relationships with peers, customers, and your boss, the satisfaction you take from your occupation—they all depend on the degree to which you are engaged.

The trouble is, most of us have never identified those things that engage us with our work or those things that eat at our connection to it. In this module of the *Engaging Sales Professionals Training Program*, participants begin the journey of discovering what makes them tick at work. Among the topics covered are:

- How personal fulfillment and work engagement are connected.
- How engagement benefits you and your organization.
- The link between your engagement and:
  1. Feeling more challenged
  2. Exceeding sales goals
  3. Increasing productivity/sales
  4. Being less tempted to leave
- How to find your passions at work.
- Things you can do to increase your engagement at work today.

### **Module Details**

**Length:** 8 hours

**Design:** Instructor facilitation, exercises, small group discussions, engagement assessment review.

**Materials Provided:** PowerPoint Presentation, Engagement Assessment, Participant Workbook, Post-Training Assignments.

# Module Two

## Engagement Principle #2: Constantly honing foundational sales skills keeps them sharp.

When asked what he spent most of his practice time doing, Duke University basketball coach Mike Krzyzewski said, *At least half our practice time is used to work on the fundamentals: dribbling, passing, shooting, and defending—just like we teach at our summer camps for grade school kids.*



In a similar way, sales professionals need to learn and practice the fundamentals of successful selling. To gain an edge over their competition, great salespeople are constantly honing the skills needed to get customers to place an order. While they may learn new approaches and try out new ideas, they know that success comes only when they keep their foundation strong.

This module of the *Engaging Sales Professionals Training Program* reinforces the fundamental skills used every day on the path

to great results. It not only lays the foundation of solid baseline skills, but also highlights advanced, next step techniques. Among the topics in this interactive workshop are:

- Asking the right questions while qualifying.
- Building active listening and observation skills.
- Responding to objections.
- Getting your *customer* to ask to buy.
- Reading customers.
- Conducting customer research.
- Preparing for and completing cold calls.
- Using time and territory management skills.
- Setting goals and achieving them.



## Module Details

**Length:** 12 hours, implemented to meet client needs.

**Design:** Instructor facilitation, exercises, small group discussions, practice sessions.

**Materials Provided:** PowerPoint Presentation, Pre-work Activities Handbook, Participant Workbook, Post-Training Assignments and Suggestion Sheet.

# Module Three

## **Engagement Principle #3: Collecting people is the key to long-term sales success.**

We've asked countless sales representatives, *What is your goal in selling?* The most common answer is, *To make sales*, which is usually followed by, *What kind of stupid question is that?* While it may sound like a silly question, it's not. Highly successful salespeople have as their goal something beyond making a sale. Their goal is to build relationships with clients that ensure not only future sales but also a much more interesting and fun job. They move away from canned presentations, obligatory small talk, and deceptive sales techniques and toward building lasting, trust-based connections with the people they serve. We call this *collecting people*. Simply put, it's the practice of building professional friendships with clients.

When your goal is to collect people, you use every possible opportunity to build client's trust in your desire to meet their needs and your products' ability to do so. Customers sense the higher degree of accountability you've placed on yourself and tend to be more flexible when there is a problem, willing to tell others about you, and appreciative of your efforts. They trust what you decide is the best resolution. This change in perspective not only boosts sales and profits, but also enriches the representatives' work lives, a key to staying engaged.

Collecting people requires a totally different set of skills from the client management methods taught in the past. Included in this module is content on:

- Building emotional maturity.
- Demonstrating graciousness and patience in all situations.
- Building customer relationships that extend beyond the sales meeting.
- Recognizing the boundaries of client friendships.
- Using trust-building responses during difficult situations.



### **Module Details**

**Length:** 4 hours

**Design:** Instructor facilitation, exercises, small group discussions.

**Materials Provided:** PowerPoint Presentation, Pre-work Activities Handbook, Participant Workbook, Post-Training Assignments and Suggestion Sheets.

# Module Four

## Engagement Principle #4: Great sales presentation skills lead to hearing Yes more often.

In the best of all possible worlds, every sales representative has a knack for inspiring customers to buy through their presentations. In the *real* world, this is rarely the case. No matter how well designed and expertly written the sales material, your presentation skills are the key to success or failure. Without a foundational understanding of the principals of adult learning and effective presentation techniques, your sales presentations won't have the impact they could.



This module of the *Engaging Sales Professionals Training Program* equips sales representatives with the skills to convert presentations into sales. Whether making sales presentations on technical products, manufacturing services, or hard goods, sales representatives will find the information practical and extremely motivating. To practice the skills taught in the workshop, each participant will make a presentation to the group and be videotaped for his/her review later.

Topics covered in this module include:

- Understanding how adults learn.
- Preparing for sales presentations.
- Making even dull material interesting.
- Presenting new product information.
- Running productive demonstrations.
- Conducting constructive discussions.
- Responding to difficult presentation situations.

## Module Details

**Length:** 2 days—presentations skills on Day One and skills practice Day Two

**Design:** Instructor Facilitation, exercises, small group discussions, videotaped practice presentations.

**Materials Provided:** PowerPoint Presentation, Participant Workbook, Post-Training Assignments and Suggestion Sheets, Videotape of each attendee's presentation.

# Module Five

## **Engagement Principle #5: You must overcome your fears to grow as a sales professional.**

While few would admit fear is a factor for them, it is to some degree for most, if not all, salespeople. So what kinds of fear get in the way of maximizing our time with customers? How about being rejected by someone we don't know, or not knowing what to say, or having to get up the courage to respond to rejection, or facing prospects with negative stereotypes about sales professionals? Any or all of these trepidations plague even the most successful salesperson at some time.

Fears turns into a problem when they begin to change our willingness to jump into the sales process with *any* potential customer. Suddenly, we find ourselves avoiding the situations that cause us anxiety, and we end up:

- Calling on the same customers time and again, whether they're profitable contacts or not, all the while overlooking countless prospective customers.
- Waiting for angry and/or disappointed customers to call you rather than calling them back.
- "Weeding out" customers with whom you've had a negative experience.
- Spending too much time doing paperwork, talking to fellow workers, sorting customer files, etc. rather than doing what you're paid the most for — selling.

Sales people who say fear plays no role in what's holding them back have a wonderful surprise in store when they realize how much higher they can reach by naming and overcoming what stops them!

Some of the topics in this module include:

- Knowing the role fear plays in sales.
- Identifying common sales fears and what's at the bottom of them.
- Facing specific fears and negative self-talk.
- Developing courage-building habits into every sales call/presentation.
- Responding to difficult customer situations.



### **Module Details**

**Length:** 8 hours

**Design:** Instructor Facilitation, exercises, small group discussions, practice sessions.

**Materials Provided:** PowerPoint Presentation, Pre-work Activities Handbook, Participant Workbook, Post-Training Assignments and Suggestion Sheets.



# Mateffy and Company

## Who is Mateffy and Company?

Since 1987, Mateffy and Company has designed and presented employee development and marketing programs for clients around the world. We are unique in the industry because our work has centered around finding ways to engage the employees and customers of our clients. We've had the pleasure of creating custom programs for world leading businesses and public sector clients, including:

- Avon
  - 3M
  - Blue Cross Blue Shield of AI, D.C, III, MN. WA
  - Cargill
  - Honeywell
  - Hyatt Hotels International
  - Sysco Foods
  - The United States Library of Congress
  - Metropolitan Life
  - The Veterans Administration.
- and hundreds more.

Along with the trust of many wonderful clients, Mateffy and Company has received a few awards along the way, including:

- 2 Sales and Marketing Executives International *Distinguished Sales Awards*
- 9 *Telly Awards* for Executive Production of training and marketing videos
- The U.S. Industrial Film and Video Festival for excellence in video-based training production

Please feel free to contact us with any questions or pricing at:

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[www.Mateffyco.com](http://www.Mateffyco.com) website

952-994-7253

*Please continue the great work in helping corporations communicate their values. Mateffy and Company is a winner of the most unusual kind. You are a dynamic company with tremendous depth and knowledge of how to communicate programs in the traditions of the 3M culture.*

Jimmee Gaulden, Staffing Director  
3M Human Resources

*There are many things other than your presentation style that made this so enjoyable. I appreciated the effort you gave in calling employees beforehand to better understand our company and our situation. However, the nicest thing was the ease in doing business with you and your employees. This is what really makes you "heads above" the competition in your field.*  
Al Lien, Sales Supervisor  
Minnesota Power

*I have finished reading all the critique sheets from your seminar and **hundreds of employees wrote**, "Bring that workshop back!" Your trip was a huge success from our perspective! I can't thank you enough for your efforts.*

Susan Pretnar, Operations Manager  
BellSouth (Blue Cross Blue Shield of Alabama)

*The presentation of ideas in the many ways to communicate and read what people are thinking and absorbing was very helpful to the group. I heard several comments by attendees that they will take back the ideas and use them in their day-to-day operations. I look forward to seeing you around the Cargill Office Center in the future.*

Hersh Austin, Vice President  
Cargill Incorporated

## What our clients say about our work.

