



IGNITE BRILLIANCE

IGNITE BRILLIANCE in your sales



Over 1000 presentations to 30,000+ executives in 8 countries.

2 Day Course - Sample Syllabus

Day 1

Morning Session

- How do we sell to the brain?
- Every successful sale is closed with 3 steps inside the brain.
 - Step 1 – Trigger Compelling Connections
 - Step 2 – Establish Positive Associations
 - Step 3 – Create Solutions
- 4 Mind Traits
 - What We Have In Common Determines How We Sell...Successfully
- #1 Most Effective Sales Conversation
 - Aligning Brilliance
- The 5 Best Sales Questions to Ask

Afternoon Session

- How do we communicate to the brain?
 - Whole Brain Model
- 4 Questions to Ask Every Prospect
- How to Sell to Your Client's Whole Brain
 - The 4 Most Profitable Messaging Techniques
- Buying and Selling Styles
 - The 6 Critical Components of Brain
- Persuasion
 - How to Create Thirsty Customers

Day 2

Morning Session

- How do we connect with our existing and potential customers?
- Elevator Pitch or Connect
 - 8 Elements Your Elevator "Pitch" Should NOT Include
 - 4 Elements Your Elevator "Connect" Should Include
- Our Story
- Crafting the Page-Turner to Connect with Your Customer
- Brilliant Sales Presentations
 - 12 Critical Components

Afternoon Session

- How do we maximize each opportunity?
- The Art & Science of Handling Objections
 - Push Back - An Opening to Close
- Innovate or Capitulate
 - The Next Idea for Moving Sales Forward
- Role-Play with Feedback
- Goal Setting
- Establishing Clear Action Plans for Sales Execution
 - Accountability – Measure Your Success!

To schedule AmyK to speak at your next event, please contact Christopher Bush at 760.652.5451 or via email to cadam@amyk.com.

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