

## Selling with Proven Science® Workshop

### Sales Training Grounded in Proven Science

When sales people and organizations want sales training that is scientifically proven to increase sales, they turn to the Hoffeld Group. Throughout the world, the Hoffeld Group is recognized as the leader in the integration of proven science and sales. We study the scientific disciplines of social psychology, communication theory, cognitive psychology, cognitive neuroscience, social neuroscience and behavioral economics. We then take the principles, which science has proven create and enable influence, and translate them into practical, sales specific concepts, strategies and tactics that guide sales people in behaving in ways that will enhance their ability to sell.

The way sales training is conveyed has been shown to impact whether or not that training is absorbed and put into practice. At the Hoffeld Group, our training process is grounded in the research findings of educational psychology and cognitive neuroscience, which have disclosed how the human brain learns. As a result, both our training content and delivery methodology are scientifically proven to improve sales performance.

### Workshop Overview

The insights you need to increase your sales are waiting for you at the Hoffeld Group's Selling with Proven Science workshop. In this comprehensive training, you will be shown how to boost your sales effectiveness by basing your sales activities and behaviors upon proven science. Upon completion of this highly interactive training, you will be equipped with the knowledge and skills necessary to sell successfully in today's challenging, hyper-competitive selling climate.

### Workshop ROI

What is unique about the Hoffeld Group's sales training is that because it is based upon proven science, it is verifiably effective and has predictable outcomes. The results of those who complete our training are amazingly consistent: sales cycles shorten, market share grows and sales production skyrockets.

### Who Should Attend

This cutting-edge 5 day workshop is designed for sales people, managers, trainers and business leaders, who desire to discover evidence-based selling practices that will increase sales, generate customer loyalty, grow market share and neutralize competitors.

## Training Content

### Module 1: Preparing for Sales Success

In this module you will:

- Acquire an understanding of the two types of human motivation
- Learn how to continually motivate yourself to excel in the profession of sales
- Utilize the scientific research of how to create sales goals that will enhance your ability to sell
- Master the ability to mentally prepare for each sales call
- Learn the core beliefs that all elite sales people must have to become and remain successful
- Apply the research-based findings regarding the #1 strategy that enables sales success

### Module 2: The Foundations of Selling with Influence

In this module you will:

- Learn how to apply the two scientific principles that undergird positive influence
- Obtain an in-depth understanding of the primary routes of influence that persuade prospects to purchase a product or service
- Become skilled at identifying and negating your competitors' attempts to influence your prospects and customers
- Master the execution of the proven principles of influence that create customer loyalty
- Understand the science of how to create a positive impression

### Module 3: Selling the Way Prospects Buy

In this module you will:

- Be shown the ground-breaking research that reveals the repeatable and predictable mental process that prospects go through when making buying decisions
- Master the specific steps that sales people must go through when selling so that they literally align how they sell with how their prospects mentally construct buying decisions
- Develop an understanding of the behaviors that science has confirmed will increase trust and eliminate the prospect's perception of risk
- Learn how to speed up your sales cycle through leveraging numerous powerful scientific principles to create urgency, while reducing pressure
- Understand how to use potent sales strategies to differentiate your product or service
- Learn how to preemptively neutralize all objections before they are verbalized
- Understand the research that shows why your prospects' emotions shape their perceptions
- Grasp the two types of emotional states and the role each plays in the success of the sale
- Become skilled in evaluating any sales process by comparing it with how science has proven prospects mentally construct buying decisions

## Module 4: Closing Redefined

In this module you will:

- Learn how modern closing strategies actually contradict how human beings mentally process a persuasive message and construct buying decisions
- Practice utilizing selling strategies that will align your closing behaviors with how prospects instinctively make decisions
- Develop an understanding of how to obtain commitments to your key value propositions that naturally guide prospects along a progression of consent
- Grasp how to know when your prospects are ready to make a positive buying decision and how to ask for the positive buying decision

## Module 5: The Power of Questions

In this module you will:

- Acquire an in-depth understanding of how to use questions throughout the sale
- Be shown how traditional sales questions contradict how the human brain naturally discloses information
- Learn the most effective sales questioning model which is based upon the science of how human beings innately divulge information
- Increase your ability to ask penetrating follow-up questions

## Module 6: Engaging Prospects with Proven Science

In this module you will:

- Learn how to leverage the scientific principles which are the basis of human engagement
- Understand the prospect's primary buying motivators and how to apply each throughout the sale
- Become competent in identifying and aligning your sales behaviors with your prospects' external decision making process
- Master numerous scientifically verified strategies and tactics that will equip you in piquing your prospects' interest
- Learn how to leverage the scientific research that discloses how you can inoculate your prospects and customers from your competitors' persuasive messages

## Module 7: Selling to Prospects' Emotions

In this module you will:

- Gain an understanding of the verbal and nonverbal indicators that will guide you in identifying your prospects' emotional states
- Learn numerous practical, scientifically proven strategies and tactics that will equip you with the knowledge and skill necessary to change your prospects' emotional states

## Module 8: Increasing Sales Effectiveness

In this module you will:

- Learn how to anchor prospects to a certain idea or behavior
- Acquire the ability to create labels that will significantly enhance the likelihood that your prospects will behave in a certain manner
- Learn how to frame your value propositions in a way that has been scientifically proven to increase their persuasive impact
- Develop an understanding of the science behind your nonverbal communication and learn how to move in ways that have been proven to naturally increase confidence, portray power and alter the amount of natural stimulants that your body produces
- Master collaborative selling strategies that will enable you to effectively utilize team members

## Module 9: Overcoming Objections

In this module you will:

- Learn the root causes of all objections
- Be able to identify objections, excuses and constraints and respond appropriately to each
- Acquire the ability to strategically block objections
- Understand the scientifically validated five step process for overcoming prospects' objections
- Discover how to develop compelling evidence and stories to answer the roots of all objections

## Module 10: The Future is Here

In this module you will:

- Learn about the future of selling and its place in business and economic growth
- Think through the ethics of influence
- Be able to distinguish between persuasion and manipulation
- Know how to sell with integrity