

SSS® **TRIPLE S**
PROFESSIONAL DEVELOPMENT
CERTIFICATION PROGRAM
BUSINESS DEVELOPMENT



“I put a note in my call book that says “Sell on value, not on price” and I put the summary from this week’s lesson right behind it. It’s my new mission statement.”

- Jeff Moen , Leco Supply

“I used the Secret to Selling to the CEO... He bought the machines at the demo. I solved his problem and sold equipment I had no idea they needed/wanted.”

-Nate Schaff, Egan Supply



Presented by:



Triple-S Business Development Certification Program (BDC)

Areas of focus:

strategic planning	closing
prospecting	communication skills
getting past gatekeepers	negotiating
getting to decision-makers	account management
discovery	financial literacy
presenting	time management
handling objections	personal development

1: 14 session online learning program + 1 “live” 1.5-day workshop

Overview

We are proud to partner with Triple S in our 3rd year of providing critical sales training via a “blended learning” approach – this means a combination of online resources and “live”, instructor-led workshops. Participants will receive weekly assignments via email on a host of key sales topics. Prescriptive follow-up activities will serve to reinforce the learning and ensure application of concepts and skills to yield the highest possible ROI.

Schedule

Informational MEMBER Webinars: May 19 @ 2pm EST and May 22 - @ 12pm EST each; 30 mins
Introductory Webinars for Participants: May 26 @ 2pm EST and May 31 - @ 2pm EST each; 30 mins
Session 1 June 2 – December 15, 2017
Session 2 “Live” Workshop TENTATIVELY scheduled for December 5-6, 2017

Two-Week Course of Study – Materials & Activities

- A. 1 Designated video to watch (6-10 mins) (*also downloadable as MP3 audio file)
- B. 1 5-7 Question Retention Quiz to complete (via email)
- C. 1 Recommended Article to read (@ 200 words)
- D. 1 Personal Action Plan to be sent to Journey Learning (via email)

Plus numerous additional materials available throughout the Journey Learning site, as well as select “Optional/Bonus Materials” (i.e. books, articles, stories, activities, websites, and more.)

Emails will be sent every other Friday. The assignments are SUGGESTED to be completed by two Fridays later (14 days later.) However, participants can work at their own pace – the entire syllabus will be provided 1 month after the program begins (around the 3rd module.)

Triple S' Business Development Certification (BDC) Program

Online Portion:

- Session 1 Perception** – Understanding how our point of view affects our ability to influence others and how difficult it is to get out of our own heads.
- Session 2 Communication I** – Mastering key communication behaviors to achieve the best possible results in our attempts to influence others' behaviors.
- Session 3 Relationships** – Reviewing how to build quality, trusting relationships *at all levels* that will end up yielding us great opportunities to be a valued resource to our customers.
- Session 4 Finding the Customer's "Preferred Situation"** – Exploring the process to discover the ultimate leverage point to get customers to **want** to buy from **you**.
- Session 5 Delivering High-Impact Solutions** – Laying out the process to follow to deliver messages that move the customer to buy from you.
- Session 6 Activity vs. Productivity** – Differentiating between useless "busyness" and profitable activities – and outlining a process to master the latter.
- Session 7 Financial Leverage** – Understanding the various financial leverage points in a customer's business so as to be able to sell on **value**, not on price.
- Session 8 Negotiating Effectively** – Learning the keys to successful negotiating and the ways around the common "games"/tactics.
- Session 9 Time Management** – Being organized, planning your work, and then sticking to your plan are critical steps for achieving success.
- Session 10 Strategic Selling** – How to get past gatekeepers, access top decision-makers, and differentiate yourself from your competition.
- Session 11 Lead Generation** – How to generate new business = the lifeblood of every sales organization.
- Session 12 Communication II: email & voice mail** – How to deliver impactful recorded messages.
- Session 13 Professional and Personal Development** – Identifying the areas of your life to address to have success both on and off the job.
- Session 14 The Biggest Factor in Success** – The trait that makes more of an impact in your success than anything else.

Triple S' Business Development Certification Program – “Live” Workshop

12 hours – roughly 1-2 hrs on each topic:

1. Perception
2. Handling Resistance
3. Financial Leverage
4. Discovery
5. Presenting
6. Closing & Negotiating
7. Territory, Account, & Call Planning
8. Personal & Professional Development
9. Journey Learning's R&R resources

“Live” workshop activities:

- **Discussions** – topics (above) will be presented for discussion. Trainer will offer their thoughts and experiences as well as draw out the thoughts and experiences of others.
- **Skill practice with feedback** – various key communication skills (handling objections, discovering GAPS, and presenting solutions) will be practiced in different settings. Participants will receive feedback as to how to improve their effectiveness.
- **Group collaborating** – specific times will be set aside for participants to brainstorm ideas and share best practices on a number of common issues.

Participant materials:

Electronic copies of all session summary sheets, reference papers, and planning tools
JPG files of various key images and models to use for reinforcement
Hard copy binder of key slides (at “live” workshop)
Laminated “Memory Jogger” of key visuals and points
Framed certificate of BDC program completion

Please feel free to contact me with any questions:

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Past Participants:

Allston Supply	Industrial Cleaning
Augusta Janitorial	Products (ICPI)
Blue Ribbon Supply	Kenway Distributors
CC Distributors	Lansing Sanitary Supply
Carmens	LECO Supply
Chemcraft	Marietta Paint
Egan Supply	& Janitorial Supply
GEM Supply	Monts Paper
Guillots	ProClean Supply
High Point	SEA Supply
Holt Paper	Spruce Industries
House Sanitary	

Triple S Business Development Certification

Foundational Skills for Business Professionals - Online Class

Cost: \$995 per Seat

- **When: June 2 - December 15, 2017**
- Online material via learning portal, weekly curriculum including “try it for real” assignments
- Weekly assessment/response from Sales Coach, Steve Von Hoene
- Topics: Perceptions, Effective Communication, Relationship Building, Organization Skills, Professional Skills, Discipline for Effectiveness
- Twelve month access to learning portal

Next Level Selling Workshop - Live Workshop

Cost: \$1095 per Seat

- Tentatively scheduled for December 5-6, 2017
- Classroom setting for live application of online module concepts
- 1½ day live seminar led by Steve Von Hoene
- Topics: Handling Resistance, Presenting, Financial
- Date & Time: TBD

BDC Certification - Both Online and Live Sessions

Cost: \$1350 per Seat

- Receive certification for completing both classes
- Register in advance for BDC Certification program for discount

REGISTRATION – email to info@triple-s.com or fax to 978-667-9360

Register for both classes and **SAVE \$740**, or register for classes individually.

_____ Online AND Live Sessions - \$1,350

_____ Foundational Skills, \$995

_____ Next Level Selling Workshop, \$1,095 (not including hotel/transportation)

Attendee Name _____

Company _____

Authorized Signature _____ Date _____

