



## TRAINING MODULE SUMMARY

Your training needs are unique and all programs provided by Building Leaders are tailored to your specifications. This matrix is designed to support your planning and enable you to gain the greatest possible return on your training investment. Whether you are planning a single event or an ongoing program, the key to success begins with focus on the end results you have in mind. Let us help you achieve your goals. \*\*

\*\* Specification sheets available for each module with program overview, objectives and outcomes.

|  | Target Audience |                              |                               |                |                               | Format       |                    | Approximate Time Frame |
|--|-----------------|------------------------------|-------------------------------|----------------|-------------------------------|--------------|--------------------|------------------------|
|  | All Employees   | Inside Sales Representatives | Outside Sales Representatives | Sales Managers | Managers, Executives & Owners | Lecture Only | Lecture & Workshop |                        |
| <b>GENERAL BUSINESS PRESENTATIONS</b>                  |                 |                              |                               |                |                               |              |                    |                        |
| The Power of Crisis                                    | ●               | ●                            | ●                             | ●              | ●                             | ●            |                    | 45-75 minutes          |
| Create a Customer Experience for Loyalty & Profit      |                 |                              | ●                             | ●              | ●                             |              |                    | 45-75 minutes          |
| Success When the Only Constant is Change               | ●               | ●                            | ●                             | ●              | ●                             | ●            |                    | 45-75 minutes          |
| Friends Beggars and Blue Suede Shoes                   |                 | ●                            | ●                             | ●              |                               | ●            |                    | 75 minutes             |
| The Lifetime Investment in Your Personal Value         | ●               | ●                            | ●                             | ●              |                               | ●            |                    | 60 minutes             |
| Time Management: Air Traffic Control                   |                 | ●                            |                               |                | ●                             |              | ●                  | 2 Hours                |
| <b>SALES TRAINING MODULES</b>                          |                 |                              |                               |                |                               |              |                    |                        |
| Non-Linear Sales Formula                               |                 | ●                            | ●                             | ●              | ●                             |              | ●                  | 2 Hours                |
| Strategic Sales in the Building Industry               |                 |                              | ●                             | ●              | ●                             |              | ●                  | 2-3 Hours              |
| Prospecting in Fields of Diamonds                      |                 |                              | ●                             | ●              | ●                             |              | ●                  | 2-6 Hours              |
| Qualifying: Sales Listening GO for MORE™               |                 | ●                            | ●                             | ●              | ●                             |              | ●                  | 3-6 Hours              |
| Goal Achievement: Customizing Metrics for your Goals   |                 |                              | ●                             | ●              | ●                             |              | ●                  | 3-6 Hours              |
| Presentations: Crafting Your Opening Statement         |                 | ●                            | ●                             | ●              | ●                             |              | ●                  | 1-3 Hours              |
| Preparation: Macrosales Management                     |                 |                              | ●                             | ●              | ●                             | ●            |                    | 90 Minutes             |
| Presentations: The 30-5-30 Program                     |                 | ●                            | ●                             | ●              | ●                             |              | ●                  | 4-14 Hours             |
| Building Rapport: Ego Communication                    |                 | ●                            | ●                             | ●              | ●                             | ●            |                    | 1-3 Hours              |
| Handling Conflict: Objections & Difficult Situations   | ●               | ●                            | ●                             | ●              | ●                             | ●            |                    | 60 Minutes             |
| Closing: Factors of Decision-Making Influence          |                 | ●                            | ●                             | ●              | ●                             | ●            |                    | 60 Minutes             |
| <b>MANAGEMENT MODULES</b>                              |                 |                              |                               |                |                               |              |                    |                        |
| Vision: Building a Behavioral Mission                  |                 |                              |                               | ●              |                               |              | ●                  | 2 Hours                |
| Coaching: 6 Days to Building a Winning Sales Performer |                 |                              |                               | ●              |                               | ●            |                    | 2 Hours                |
| Motivation: The Psychology of Superior Leadership      |                 |                              |                               | ●              | ●                             | ●            |                    | 90 Minutes             |
| The Economic Value of Praise                           |                 |                              |                               | ●              | ●                             |              | ●                  | 90 Minutes             |
| Constructive Feedback: Coaching before Correction      |                 |                              |                               | ●              | ●                             |              | ●                  | 2.5 Hours              |
| Quantitative Management: Predicting Future Results     |                 |                              |                               | ●              |                               |              | ●                  | 4-6 Hours              |
| Interviewing to Get Winning Candidates                 |                 |                              |                               | ●              | ●                             |              | ●                  | 4-6 Hours              |