



Growth Dynamics has been training sales professionals for more than 20 years. We have found that professionals adopt major behavioral changes best when trained via short sessions, occurring over a longer period, accompanied by supportive one-on-one coaching along the way.

This intensive, 12-month program will help position you as a trusted consultant to customers and prospects. You will learn to assess key behaviors and adapt your communication style to achieve efficient information gathering. Our proven process will optimize your time and effort towards opportunities that fit your value proposition and close themselves.

**Classroom Sessions:** Group training where you will learn the essentials of:

- **Mindset** – *How you think* about sales success is much more important than what you know about features and benefits of your offering.
- **Activity** – Sales is a game of numbers: the variable is you and how you generate those numbers.
- **Process** – A methodology to uncover and learn powerful information from your prospect regarding his real reason to buy. This includes a tool box of consistent and reliable tactics to create and maintain control of the sales call.

**Weekly Coaching:** Training sessions are reinforced with weekly email communication between participant and instructors to address individual challenges and ways to succeed.

#### WHO SHOULD ATTEND?

- Experienced sales people looking for better performance
- New sales people who want to learn how to sell effectively
- Smaller sales teams with one to nine members looking for a team program
- Small business owners with sales responsibility that want a proven process
- New hires joining organizations that already have been trained in the High-Performance Sales Program

## PROGRAM FEES: \$4,950 per Person

Registration fee includes:

- 13 classroom sessions over 12 months
- Training Curriculum Binder with all program notes
- Weekly Coaching via "Monday Morning Manager" email
- Two personalized online assessments of yourself, providing deep insights into your strengths, behaviors, and motivators
  - "Behavior, Motivations, and Emotional Intelligence Report" from TTI, Inc.
  - "Sales Person Profile" from Objective Management Group
- *Road MAP to Dynamic Sales Performance* by Charlie Hauck and Fred Liesong
- *The Little Book of Relationship Management* flip book

5% discount for two attendees

10% discount for three or more attendees

## A TESTIMONIAL from a CLIENT:

"As the President of my company, I look to partner with other companies that provide me a strong return on our investment. For more than 10 years, Growth Dynamics has made a positive impact on our sales efforts, helps my team maintain margins, and get our opportunities closed faster. If you want to see your team produce more consistently, I highly recommend their services."

– Kitty Evans, President, Evco Industries

## LOCATION:

West Chester University Graduate Center  
1160 McDermott Drive  
West Chester, PA 19383

## SESSION DATES:

- |                   |                     |   |
|-------------------|---------------------|---|
| 1. Sept, 4, 2019  | 8:30 am -- 12:30 pm | Boot Camp Day 1                         |
| 2. Sept. 5, 2019  | 8:30 am – 12:30 pm  | Boot Camp Day 2                         |
| 3. Oct.9, 2019    | 8:30 am – 12:30 pm  | Managing Buyer/Seller Relationship      |
| 4. Nov. 13, 2019  | 8:30 am – 12:30 pm  | Managing Expectations                   |
| 5. Dec. 11, 2019  | 8:30 am – 12:30 pm  | Managing Discovery                      |
| 6. Jan. 8, 2020   | 8:30 am – 12:30 pm  | Managing Information and Margin         |
| 7. Feb. 5, 2020   | 8:30 am – 12:30 pm  | Managing Presentations and Negotiations |
| 8. March 4, 2020  | 8:30 am – 12:30 pm  | True Prospecting and Referrals          |
| 9. April 1, 2020  | 8:30 am – 12:30 pm  | Account Development and Territory Mgmt  |
| 10. May 6, 2020   | 8:30 am – 12:30 pm  | Advanced Expectations and Discovery     |
| 11. Jun3 11, 2020 | 8:30 am – 12:30 pm  | Guts for Growth and Fear Management     |
| 12. July 8, 2020  | 8:30 am – 12:30 pm  | Personal Goals and Life Scripts         |
| 13. Aug. 5, 2020  | 8:30 am – 12:30 pm  | Program Recap and Graduation            |

REGISTRATION DEADLINE: August 5, 2019

## FOR MORE INFORMATION or TO REGISTER:

Call us at: (484) 880-4544

Email us at: [info@GrowthDynamicsOnline.com](mailto:info@GrowthDynamicsOnline.com)

Visit our website: [www.GrowthDynamicsOnline.com](http://www.GrowthDynamicsOnline.com)