

THE TRAINING CENTER *NEWS*

FOR SALES & BUSINESS DEVELOPMENT

JANUARY, FEBRUARY, MARCH 2009

QUOTE WORTH NOTING

"The price of
greatness is
responsibility."

Winston
Churchill

THE IMPACT OF THE TRAINING CENTER ON OUR COMPANY

BY BRUCE RISLER, RISLER FINANCIAL MANAGEMENT



Lisa Albanesius & Bruce Risler

Getting to the 'next level' isn't always easy. In fact, as we all know much too well, it can be downright difficult! Why does it have to be an uphill battle?

The fact is, it doesn't have to be and whoever said you have to go it alone? That's where **relationships** come in...and I couldn't be more grateful for my **connection and association** with my coach, Bob Waks, and all those at The Training Center. After all, they are an essential partner in my growth and success.

For over 11 years, I have been a faithful devotee of the program. Almost from the very start, I began to feel the impact. It started with avoiding **unpaid consulting**...and I remember it like it was yesterday.

I had just gained a new client, an employee of a large furniture distributor. I asked for referrals and was particularly pleased when she referred me to the company's HR Director. I called, arranged a meeting and met with this very nice man who was insistent that I provide "answers" to his countless questions. Understanding how important those answers were to him...and realizing that those answers were all I had, I was faced with a choice; business as usual (unpaid consulting) or business as it ought to be (first you hire me, then the answers).

It's really simple, but when you're always chomping at the bit, it's hard to resist. I asked if he would design a layout, order in all the furniture and deliver it according to specifications of an **unsigned** contract, without an appropriate and reasonable deposit and firm commitment to work together. Now, instead of answering his questions free of charge, he was answering mine. And, his answer was going to tell me whether or not I had a new client. He gave me a very

knowing smile and said 'Ok, let's get started'. I now had a new client. It just so happened to also be my largest client at that time.

Equipped with the proper **Behavior**, right **Attitude**, and essential **Techniques**, I learned to stop wasting time educating prospects and giving free advice. Instead, I started to spend that precious time more effectively with people I could really help, who wanted my help, and most of all, who valued that help enough to properly compensate me for my long hours and hard effort.

More respectful, mutually beneficial, and rewarding **relationships** continued to develop, as I ascended to each "next level".

Our experiences are building blocks to greater knowledge and the experiences I have had at The Training Center have increased my knowledge and ability to greater overall effectiveness. What does that mean? It means that I have learned to implement **Up Front Contracts** and gather **Pain** with ease. I'm now a better listener and have learned from others in Open Forum workshops as to how others handle various situations that I may encounter. By debriefing my calls and sharing my 'pain' with the class, I have learned what I could have done better.

Seeing the different styles of the coaches has expanded my thinking as to my own consultative style, resulting in greater confidence. After all, the program now belongs to me. I **OWN** it!

QuickStart Training, Professional One-on-One Coaching, President's Club Open Forum, Cut and Paste and other programs throughout the year have helped increase my production and quality of life. **I still send my Cookbook to my coach every week!**

My business has grown over the years, almost exclusively through referrals from existing clients and professional advisor **relationships**. In addition, in order to protect the **integrity** of the services I currently provide to my existing clients, I only accept a certain number of new clients each year.

Thank you to everyone at The Training Center; the knowledgeable coaches, the attentive staff and the brave salespeople who divulge their fears so that I may learn!

RISLER FINANCIAL MANAGEMENT is a fee-based, boutique Financial Planning Firm in Plymouth Meeting, PA. Their **Mission** is: "to competently and ethically guide our clients to **Financial Peace of Mind**, enabling them to focus on the more **Meaningful things in Life**." They may be reached at 610-825-5687, lisa.alban@lpl.com or at www.lpl.com/bruce.risler



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JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1 Happy	2 New Year
5 Open Forum & Workshop Overcoming Hidden Weaknesses 3:30 - 5:30pm (DM)	6	7 Black Belt Advanced Sales Training – By Invitation Only 7:30 – 9:30am (DM)	8 QuickStart ☉ Selling System Overview 7:30 - 9:30am (TG)	9 Open Forum & Workshop Complex High \$ Deals 7:30 - 10:30am (TG)
12 Management Cornerstones - Boot Camp 8:00am - 5:00pm (JC)	13 Management Cornerstones - Application Series 'Managing In The Zone' 8:00am - 12:00pm (JC) Strategic Sales Management 'Account Management Strategy' 1:00 - 3:00pm (DM)	14	15 QuickStart ☉ Selling System Introduction 7:30 – 9:30am (RS)	16 Open Forum & Workshop Client Retention & Client Referrals 7:30 - 10:30am (RS)
19 Open Forum & Workshop Four Crucial Elements Of Success 3:30 - 5:30pm (TG)	20	21 **Cut & Paste 5:30 - 8:30pm (RW)	22 QuickStart ☉ Sales/Self Management 7:30 - 9:30am (JK)	23 Open Forum & Workshop Sales Competencies 7:30 - 10:30am (RW)
26 Open Forum & Workshop *Behavioral Selling Skills 3:30 - 5:30pm (JK)	27 QuickStart ☉ Selling System Introduction 3:30 - 5:30pm (JK)	28 Bring-A-Friend Introduction To The Sandler Selling System (Ask your Coach for details)	29 QuickStart ☉ Prospecting 7:30 - 9:30am (DM)	30 Open Forum & Workshop Strategic Power Techniques 7:30 - 10:30am (JK)

FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Open Forum & Workshop Raising Your Self Concept 3:30 - 5:30pm (RS)	3 Management Cornerstones - Application Series 'Natural Gifts Evaluation' 8:00am - 12:00pm (JC) Strategic Sales Management 'Accountability System' 1:00 - 3:00pm (RW) QuickStart ☉ Sales/Self Management 3:30 - 5:30pm (JK)	4 Black Belt Advanced Sales Training – By Invitation Only 7:30 – 9:30am (RW)	5 QuickStart ☉ Making the First Five Minutes Count 7:30 - 9:30am (RW)	6 Open Forum & Workshop Overcoming Self Limiting Beliefs 7:30 - 10:30am (DM)
9 Open Forum & Workshop Qualify, Close & Present 3:30 - 5:30pm (DM)	10 QuickStart ☉ Prospecting 3:30 - 5:30pm (RW)	11	12 QuickStart ☉ Asking Questions/Pain 7:30 - 9:30am (RS)	13 Open Forum & Workshop Trade Show Selling 7:30 - 10:30am (RS)
16 Open Forum & Workshop Sales Activity Management 3:30 - 5:30pm (JK)	17 QuickStart ☉ Making the First Five Minutes Count 3:30 - 5:30pm (TG)	18	19 NO TRAINING	20 Open Forum & Workshop Role Playing 7:30 - 10:30am (JK)
23 Open Forum & Workshop Pain Clinic 3:30 - 5:30pm (DM)	24 QuickStart ☉ Asking Questions/Pain 3:30 - 5:30pm (RS)	25 Bring-A-Friend Introduction To The Sandler Selling System (Ask your Coach for details)	26 QuickStart ☉ Selling System Overview 7:30 - 9:30am (TG)	27 Open Forum & Workshop Cold Call Prospecting 7:30 - 10:30am (TG)

Programs in red require special pre-registration and fee — programs in black are open to President's Club members. Reservations required for all programs. Please circle all seminars that you wish to attend and fax this sheet to 610.940.1975.

Name: _____ Company: _____

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Open Forum & Workshop Close The Deal 3:30 - 5:30pm (RS)	3 QuickStart Ⓞ Selling System Overview 3:30 - 5:30pm (RW)	4 Special One-Day Program 'Cold Calling' 8:30am - 5:00pm (TG) (JK)	5 QuickStart Ⓞ Selling System Introduction 7:30 - 9:30am (RW)	6 Open Forum & Workshop Referrals 7:30 - 10:30am (RW)
9 Management Cornerstones - Boot Camp 8:00am - 5:00pm (JC)	10 Management Cornerstones - Application Series 'Name That Meeting!' 8:00am - 12:00pm (JC) Strategic Sales Management 'Sales Management System' 1:00 - 3:00pm (DM)	11 Black Belt Advanced Sales Training - By Invitation Only 7:30 - 9:30am (RS)	12 QuickStart Ⓞ Sales/Self Management 7:30 - 9:30am (RS)	13 Open Forum & Workshop Presenting With Impact 7:30 - 10:30am (JK)
16 Open Forum & Workshop Magic Formula For Success 3:30 - 5:30pm (TG)	17	18	19 QuickStart Ⓞ Prospecting 7:30 - 9:30am (DM)	20 Open Forum & Workshop Budget 7:30 - 10:30am (DM)
23 Open Forum & Workshop Drill For Skill 3:30 - 5:30pm (JK)	24 QuickStart Ⓞ Selling System Introduction 3:30 - 5:30pm (RW)	25 Bring-A-Friend Introduction To The Sandler Selling System (Ask your Coach for details)	26 QuickStart Ⓞ Making The First Five Minutes Count 7:30 - 9:30am (JK)	27 Open Forum & Workshop Decision 7:30 - 10:30am (RS)
30 Open Forum & Workshop Bonding & Rapport 3:30 - 5:30pm (JK)	31 QuickStart Ⓞ Sales/Self Management 3:30 - 5:30pm (JK)	April 1	2 QuickStart Ⓞ Asking Questions/Pain 7:30 - 9:30am (TG)	3 Open Forum & Workshop Post-Sell 7:30 - 10:30am (TG)

Programs in red require special pre-registration and fee — programs in black are open to President's Club members. Reservations required for all programs. Please circle all seminars that you wish to attend and fax this sheet to 610.940.1975.

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Workshop Descriptions

***Behavioral Selling Skills** - Know and understand your own behavioral style, recognize your customer's behavioral style and learn to adapt, thereby increasing your chances for a successful outcome. **Pre-registration and fee are required**, DISC profile, and materials included.

Bonding & Rapport - How to create rapport in less than 5 minutes.

Budget - What are they willing to invest to fix the problem?

Client Retention & Client Referrals - Learn how to grow your business by tapping into your 'goldmine' (your clients).

Close The Deal - Learn how to set Up-Front Contracts to get prospects to make decisions. Also learn how to 'close' at all stages of the sales cycle.

Cold Calling - Special One-Day Program: Learn how to make more effective cold calls, discover new techniques, participate in role playing, learn how to overcome call reluctance and much, much more. Includes your own personal Appointment Getter (your telephone playbook) and lunch. **\$195 investment for current President's Club Members. \$249 investment for Non-President's Club Members.**

Cold Call Prospecting - Learn more effective cold calling approaches.

Complex High \$ Deals - If you have a long sales cycle with many decision makers, come and learn how to manage the account and shorten the sales cycle.

****Cut & Paste** - Bring the kids and spouse/significant other to this Once-A-Year event! This is always one of the most popular events of the year. You have set your goals for 2009...now put some life into them! Bring your favorite magazines, scissors, and glue to create your 'Dream Board'. Pizza and soda served. **Pre-registration required.**

Decision - Understanding everything about the decision process.

Drill For Skill - Learn how to handle the toughest things prospects can say to you. Get some practice using the techniques you have learned.

Four Crucial Elements Of Success - Increase desire, motivation and commitment. Develop a better outlook and learn how to take responsibility for failure.

Magic Formula For Success - The 10 steps to sales success.

Management Cornerstones - Ideal for managers wanting to become more effective in goal achievement, controlling your schedule, creating systems, etc.

Overcoming Hidden Weaknesses - Several of the common weaknesses salespeople exhibit will be explored. You will learn a process to identify and overcome these weaknesses.

Overcoming Self-Limiting Beliefs - A program designed to provide self-affirmation to overcome any and all of the self-limiting beliefs that tend to hold us back from achieving our goals and fulfilling our dreams.

Pain Clinic - Stop selling Features and Benefits and gain leverage.

Post-Sell - How to ensure you don't lose what you sold today.

Presenting With Impact - Presentation skills.

Qualify, Close, & Present - The complete Selling System.

QuickStart - A six-week program ideal for all sales professionals looking to improve their effectiveness.

Raising Your Self-Concept - You will only perform to the level of your self-concept. Learn how to raise yours to new heights.

Referrals - The five strategies on growing your business.

Role Playing - Practice what to do in various selling situations.

Sales Activity Management - Are you doing the behavior?

Sales Competencies - A self-evaluation on how you rate on the 21 critical competencies.

Strategic Power Techniques - Learn how to master the tactics of negative reverse selling, reversing, dummy curve, etc.

Trade Show Selling - Do you do trade shows because you've always done them...or to actually generate business?

Many Thanks
to The Training
Center Staff:

Cheryll Darby

Cathy Hanson

Scott Hemmons

Robbie Schachter

Bill Schloendorn



Sales & Management Training & Evaluations, Pre-Hire Sales Screenings, and Sales Recruiting

Overcoming The Need For Approval

When salespeople need approval from their prospects, they are unable to close effectively. They focus on comments like, "We really appreciate what you did for us"... instead of getting the business closed. They usually **find it difficult to ask the tough questions** because they're afraid the prospect may get upset with them. Salespeople who need approval tend to be non-confrontational...and therefore more likely to waste time selling to a prospect that has lied – than they would to ask the prospect why they are being misled.

You can begin the long process of overcoming Need for Approval by remembering on a daily basis that **it doesn't matter what prospects think or say about you.** It's more important that your prospects **respect** you, rather than **like** you. Remember, you can make friends away from work.

Need for Approval will likely cause you to accept "maybe's" instead of "no's"...because a "no" means you didn't get your prospect's approval. If you can learn to take the "no's" instead of the "maybe's"...***you will stop wasting time, become much stronger and significantly shorten your sell cycle!***

Here are some easy steps:

1. Ask the tough questions.
2. Fill your tank full of approval *before* you leave home in the morning.
3. Try to get "no's".
4. Remind yourself every day that you don't need prospects to like you – only respect you.
5. Say "no" when you can't do something a prospect wants.
6. Allow for the possibility that this process may take several months (or more).

QUOTE WORTH NOTING

"The future you
see is the future
you get."

Robert G. Allen

For more information on any of our services, please e-mail
Ed Scheffler at escheffler@thetrainingcenterinc.com

The Training Center Welcomes The Following New Clients . . .

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