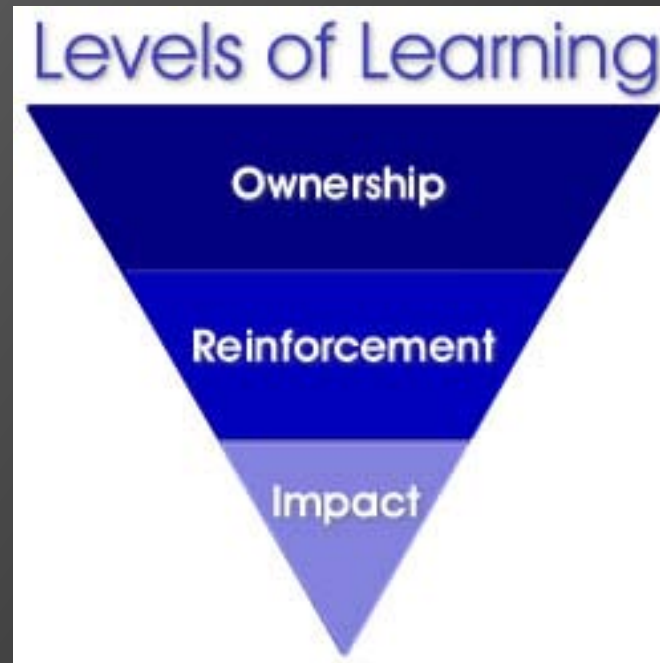


BRAVEHEART DEVELOPMENT METHODOLOGY



SALES DEVELOPMENT AND TRAINING

Impact

High impact one day training has little equity! It's like getting a drink of water from a fire hydrant. Most of it runs off and evaporates in a short time. Much like reading a book or going to the movies. It's more entertainment than an effective vehicle for change.

SALES DEVELOPMENT AND TRAINING

Reinforcement

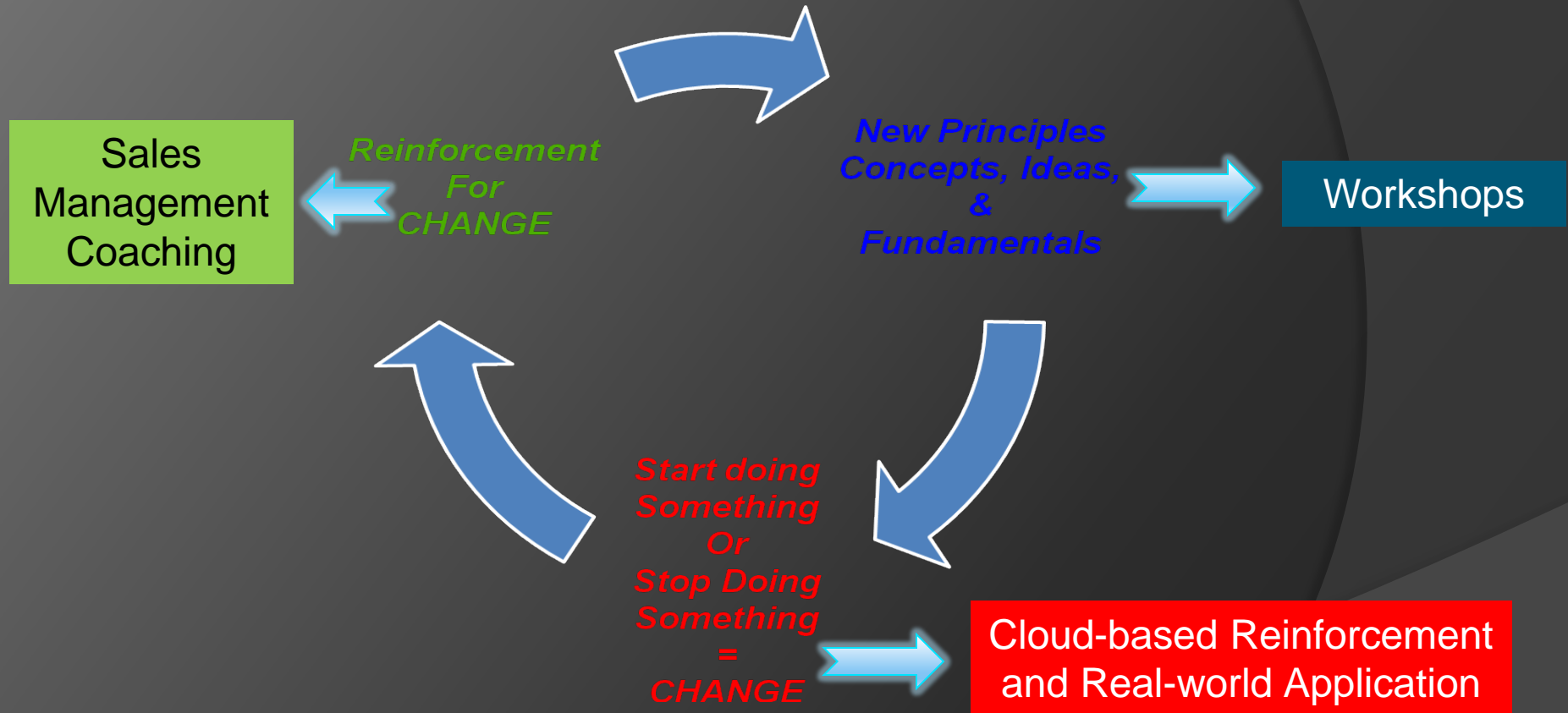
Have you ever read the same book or seen the same movie more than once? Chances are you picked up on something the second time that you didn't notice the first time. Reinforcement training provides opportunity for clarity and real world application. This is when true change comes about.

SALES DEVELOPMENT AND TRAINING

Ownership

My guess is that you didn't have to tell yourself to look in the rear view mirror last time you drove. It was automatic. Ownership occurs when you don't have to consciously think about what you are doing. This takes time, effort and learning the right lessons from failure.

IN ORDER TO GET SOMETHING WE'VE NEVER HAD, WE MUST... DO SOMETHING WE'VE NEVER DONE!



SALES CURRICULUM

Account Development Strategies

Always, Sometimes and Never
Behavior Profile

Commitment

Corporate Messaging

Covenants

Emotional Discipline

Goals

Listening

Meetings

Money, Money, Money

Need for Approval

Negotiation

Prospecting

Purchase Habits

Qualifying

Questions and Discovery

Relationship Building Advanced
Principles

Relationship Fundamentals

Responsibility

Rules for a Proactive Day/ Time
Management

Sales 2.0

Sales Ladder

Supportive Beliefs

Take It to No

Understanding your OMG Evaluation

SALES LEADERSHIP CURRICULUM

Accountability

Coaching

Communication

Delegation

Goal Setting & Problem Solving

Growing the Team

Motivating

Stress Management

Talent Management

TEAM

Time Management