

Hahn Sales Training Program Offerings

Sales Development

CHAMPion Sales Academy

Open Enrollment 10 week program runs continuously year round

An interactive program which deals with all things required to excel at sales: a sales process, qualification and questioning, Target marketing, territory and account development, KPI's scorecards, DiSC selling skills, and more... Attendee take-away:

- Own a systematic sales process.
- Take risks, make better decisions, stay motivated and act assertively (without being pushy).
- Identify the roadblocks you face and learn techniques to overcome them.
- Master strategies, approaches and techniques of the selling system.
- Develop goals, establish benchmarks and measure progress with targeted one-on-one coaching

KASH Sales Bootcamp

Open Enrollment: A 3 day workshop program runs continuously year round.

K.A.S.H. : effective salespeople realize that sales success requires far more than mere sales skills.

- **Knowledge** is only as good as the way in which it was applied
- **Skills** are applying that knowledge efficiently and effectively
- **Attitude:** the rep killer Attitude and outlook TRUMP everything
- **Habits:** that which have adopted over time (comfort Zone)

Attendees will:

Identify the roadblocks faced and learn techniques to overcome them.

Master strategies, approaches and techniques of the selling system.

Develop goals, establish benchmarks and measure progress with targeted one-on-one coaching

Rainmaker U

Five - 4 hour workshops for professionals who sell

(Attorneys, engineers, accountants, architects, etc.)

A one of a kind comprehensive approach dedicated to professional who "sell"

We help to create a business development culture by addressing behaviors and attitudes toward "sales." We equip professionals for the business revolution at hand. Based on extensive research, Rainmaker U was developed by professionals for professionals who are committed to improving their revenue stream without the entire stigma associated with Sales.

Rainmaker Boot Camp

2 day on-site workshops for professionals who sell

(Attorneys, engineers, accountants, architects, etc.)

We bring Rainmaker to you. The same comprehensive approach is offered as in Rainmaker U, Boot Camp is an immersion into the Rainmaking concept. Designed to shift paradigms, this series will benefit partners, associates, practice managers, business units, and junior partners alike.

Agenda

- Comfort Zone ~ Client Engagement ~ Marketing plan & Metrics ~ Build your Network

Who should attend?

Anyone who touches a customer

Hahn Training LLC: 6090 Gott Creek Trail East Amherst, NY 14051
716-432-5741 www.champtrainer.com

Sales Management Development

Strategic Sales Management

A year-long sales management program

SSM is a series of twelve monthly training and coaching workshops that tackle the issues of sales management. Learn to effectively hire, manage, improve and lead your team. SSM includes coursework materials, Sales Manager Toolkit, complimentary disc assessment and ad-hoc coaching as needed.

Topics covered: activity planning, recruitment and hiring, coaching and supervising, conducting effective meetings, compensation planning, amongst others

Sales Management Mastery

3 day sales leadership boot-camp

A hard hitting, invigorating boot-camp guaranteed to kick start your management team. Includes interactive discussions, activities, best practices, role playing, coursework materials and a personalized disc assessment for each participant.

Topgrading Your Sales Force

- Master fundamentals on how to enhance your sales team and learn a proven 5 step Recruitment & Hiring System.

Knowing & Leading

- Covers disc profiling, leading change, setting the culture, and supervising.

Coaching & Debriefing

- Learn to conduct effective one-on-one's consisting of accountability and expectations, consequences, incentives/rewards/recognition, and a need for consistency.

Strategic Sales Planning

Results in a completed strategic sales & marketing plan

Focus is derived from a plan leading to tactical execution. SSP consists of interactive facilitation and a series of tools and workshops leading to completed sales & marketing plan (24 total classroom hours). Participants include executives and first line managers. Attendees will establish a tactical plan with timelines and accountabilities enabling them to sustain profitable growth within target markets, reduce attrition and maximize revenues. Upon completion, participants will:

OWN a strategic sales and marketing plan which will outline:

- Target markets
- Positioning strategy
- Value proposition
- SWOT analysis
- Contact management strategy
- Sales objectives and activity standards by managers & reps
- Timelines and contingences

Enterprise Discovery process

Results in a comprehensive audit of all areas within the sales and marketing enterprise

Hahn training engages in a 2 week discovery of the strengths and weaknesses of your Sales enterprise

- We start with a series of assessments of staff, processes, tools and culture
 - We benchmark your organization against industry best practices
- We provide a comprehensive presentation to the executive sales team inclusive of:
 - Brand promise and marketing
 - Management Development
 - Strategic Sales and Marketing Planning
 - Recruiting & Hiring processes
 - Compensation / incentives / reward and recognition
 - Professional Development

Chief Sales Officer

A three – 12 month engagement

The CSO is an interim measure in which we oversee and implement key aspects of the sales enterprise over a three to twelve month period. The engagement is custom developed based on your specific needs. A typical engagement will include portions of coaching, strategic planning, training and development, processes, metrics and best practices developed over a 30 year sales and leadership career

- Evaluate the sales enterprise
- Collaborate to develop Statement of Work
- Create and oversee the implementation of a strategic sales and marketing plan
- Identify infrastructure required to meet objectives
- Selection of personnel
- Oversee all sales initiatives under the direction of management
- Executive meetings: Regular review of objectives, timelines and impact

Requires a monthly retainer plus project fees

Customer Service

Quality Service (CSI)

Teaches and reinforces baseline to intermediate skills. Includes:

- Building a service foundation
- Communication techniques
 - Top 10 phone basics
- Professional Skills for Customer Service Agents
 - Questioning skills
 - Telephone techniques
 - Listening skills

Great Customer Service (CSII)

Teaches and reinforces intermediate skills to improve your customer service organization and take your organization to greater levels. Includes:

- 10 Best Customer Service Techniques
- Working effectively with customers
 - The Five Levels of Service
- Taking Customer Service to the next level
 - The Language of Partnership
- Making great first and lasting impressions

Excelling in Customer Service (CSIII)

Teaches and reinforces intermediate to advanced skills

Customer Service that Sells

4 or 8 hours

Designed for managers, supervisors and agents who cross sell and up-sell, whether they are inbound or outbound agents. We will examine the relationship between sales and service, and the precious role that the service organization plays in not only retaining but growing revenues. We will discuss the key elements of exceptional service, the need for performance metrics, the changing business environment and the mantra: Differentiate or Die!

We will create an action based service plan.

Front Line Call Center Skills

8 hours

Designed for new front line call center/customer service agents and focuses on:

- Communication techniques
 - Top 10 phone basics
- Professional Skills for Customer Service Agents
 - Questioning skills
 - Telephone techniques
 - Listening skills
 - Customer needs
 - Attitude, Attitude, Attitude!!!

Customer Service Management

16 hours

Teaches supervisors, managers, and front line employees management principles which empower yet hold their people accountable. We will discuss ways to create and sustain a customer-driven service culture as well as ways to maintain focus and deal with interruptions. We will also examine how to hire, retain and motivate employees.

- Accountability based management
 - Coping with the blues
 - Improving agent feedback
- Hiring and retaining service professionals
- Managing challenges in customer service
- Job competencies for call center agents
 - Rewarding call center agents
 - Ways to motivate agents

Communications and Human Relations Skills

Dynamic Communication (Disc)

2 hour program

The Dynamic Communication seminar will open your eyes to a new way of viewing others and yourself. Taking the time to understand the different behaviors of people is the key to effective communication. Discovering how to communicate more effectively will enable you to achieve the things you want, not only at work but also at life.

This Program Will Help You:

- Understand Yourself
- Recognize, Understand and Appreciate Others
- Adapt Your Style for Effective Communication

Your Attitude is showing

2 hour program

Attitudes and values are what provide people with purpose and direction in their lives. They are the “why” behind our actions. All of our choices and decisions are guided and directed by our attitudes and values. You will walk away from this seminar with a better understanding of how you go about making your choices.

Program Objectives:

- Know which attitudes drive your life, actions and decisions.
 - Understand each attitude and the interaction of each.
 - Recognize the driving forces in others’ lives.
- Understand others’ viewpoints and be able to dialogue convincingly by seeing the world through their eyes.

Coaching For High Performance

8 classroom hours

Coaching is the highest level of development available in the professional community. However, not enough of us know the difference between coaching, mentoring and supervising. Learn to become a better coach from a Franklin Covey Certified Coach. Hold your people accountable, empower them and watch them grow. Includes coursework and a complimentary DiSC assessment.

Workplace Communication Skills

4 or 8 hours

Today’s business environment demands business professionals possess quality communication skills as a core competency. This program is designed for business professionals who wish to enhance their communication skills. We will be focusing on the mechanics of effective communication, the process of interpersonal communications, and the power of effective questioning skills. Learn how to deliver tough messages and criticism without conflict, as well as the importance of effective communications in negotiating (includes a DiSC assessment and coursework)

Team Building Essentials

8 classroom hours

Great organizations are adept at creating a team concept and mobilizing resources through a common mission. Using DiSC as an underlying tool, learn how to align your team and mobilize them. We will discover the importance of goals and goal setting, how to develop teams, and how to effectively communicate to and motivate team members.

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About your instructor

Donald J. Hahn
CFCC, CFPBA, CPVA, CPTA
Chief Learning Officer
Hahn Training

Don is passionate about enabling organizational change through leadership and coaching. As a learning officer, I deliver blended learning experiences including training, leadership workshops executive coaching, and mastermind groups that serve as the foundation for any top performing company.

A certified Franklin Covey Coach, Don is also member of TTI's elite Chairman's circle and a chosen member of TTI's International Faculty. TTI is a leader in psychometric assessment tools, a sales trainer and business consultant, Don has worked with hundreds of businesses and thousands of sales professionals in creating change-ready organizations.

Prior to founding Hahn Training in 2000, Don spent over 25 years in Fortune 500 firms as a successful sales leader, coach and advisor. He has spearheaded channel development, marketing and sales operations for global sales enterprises of up to 1000 persons.

Don has created a powerful leadership program; "the CorporateMIND" which incorporates his five management best practices of Coaching, Hiring Assessing Managing and Planning (C.H.A.M.P.)

Active in the community, Don is past president of the Buffalo Niagara Sales and Marketing Executives (BNSME) a board member of UB's Center for Entrepreneurial Leadership, an active member of The Buffalo Niagara Partnership, and former board member of the Amherst Chamber of commerce.

He chairs several Mastermind Groups for entrepreneurs and leaders, and conducts a sales training school in Buffalo NY. Don has published "Keep it in the Fairway," a book and seminar series examining the connection between sales success and golf mastery.

Don lives in Buffalo with his wife of 38 years, Debby. His outside interests are golfing, reading, writing and gardening.

