

DAVE STEIN

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HowWinnersSell.com

One-one-One

A Day with Dave Stein

Objective:

Dave Stein has coached sales reps, their managers, and C-level executives for more than 20 years. With many reps there was immediate improvement in their performance. One rep earned literally more than a million dollars in commissions for the years following his work with Dave. Although the coaching was 12 years ago, that rep is now in an executive position and has retained Dave to coach his reps. Other reps have gone on to executive positions leveraging their success selling, including vice presidents, presidents and CEOs.

Dave has always believed in intense one-on-one coaching sessions. The rep finishes the day with their head spinning, but since they are required to update a personal action plan, which Dave provides, during the course of the day, the rep has a specific, tangible deliverable

Pre-session Activities:

Activity	Description
Psychometric assessment of rep	Prior to the coaching day, rep will take a commercial psychometric test which will provide the manager and Dave with a clear picture of their traits and any potential obstacles to success. These will be taken into account during the coaching session and openly discussed with the candidate.
Pre-session call with manager	In a discussion between the manager and Dave, the rep's performance will be discussed. Manager will alert Dave to strengths, weaknesses and obstacles to success. Manager's objectives will be discussed. An initial game-plan will be formulated.
Pre-session call with rep	Dave and the rep will have an introductory call to discuss the upcoming day and to set expectations.
Confirmation of agenda with manager	Dave will suggest an agenda based upon the assessment performed. The manager will have final approval on the agenda.
Pre-session assignment for rep	Dave will provide the rep with at least one "to-do," in preparation for the day. In addition, Dave sends a copy of his book to the rep. The rep must read the book prior to the session.

Author of "How Winners Sell"

Post-session Activities:

Activity	Description
Written de-brief of the coaching session	Dave will provide to the manager a two-page debriefing of the session, discussing subjects covered, progress made, recommendations, assignments given, etc.
Post-session assignment(s) given	<p>During the course of the day, Dave will assign the rep at least one task. Examples might be:</p> <ul style="list-style-type: none"> • A book to read • The rep to requalify all the opportunities in their pipeline • The rep to devise a competitive strategy on a specific opportunity on which they are working
Post-session follow-up with rep	Two to three weeks after the session Dave will have a phone conversation of approximately one-hour, where the post-even assignment will be reviewed. Dave will assess progress that the rep has made.
Post-session follow-up with manager	Dave and the manager will have a final discussion reviewing the coaching session, post-session progress, and final recommendations.

Schedule for the Day (Martha's Vineyard Location):

Start	End	Activity
8:00		Rep arrives by plane. Dave meets rep at airport.
8:00	8:45	Breakfast at airport. Agenda review. General discussion. Drive to Dave's house
9:00	12:00	Intense coaching session
12:00	1:00	Lunch. Discussion continues.
1:00	5:00	Intense coaching session continues
5:00	6:30	Optional auto tour of Martha's Vineyard or walk to beach.
7:00		Rep departs to Boston

Potential Subjects to be Covered:

Dave and the manager will determine where to focus the session. Generally these are the subjects which Dave's clients request in sessions with reps. Although time allows deep discussion covering three to five of these areas, many others are touched upon during the course of the day.

Dave asks a lot of questions, evoking active participation by the rep. Dave quickly gets the rep comfortable enough to do a lot of role playing, providing the rep with many opportunities to behave in new, more productive ways.

Pre-Sales Campaign Strategies, Skills, And Tactics

- Brief assessment of the rep
 - Review of psychometric test results.
- Retooling discussion. Discussion of strengths, weaknesses, obstacles and opportunities
 - Communication skills required for success, i.e. phone, presentation, email, one-on-one.
 - Time management
- Gaining business savvy. Selling business improvement and value.
- Qualification concepts and skills
 - Techniques for getting information, questioning, listening
 - How to triangulate, corroborate, extrapolate
- Selling to the C level
 - Gaining and maintain access
 - How to get past gatekeepers
 - How to avoid being delegated
- Leveraging industry expertise
 - Networking
- Building Personal Capital into a brand
- Why salespeople lose
- Lead generation, prospecting, cold calling, etc.
- Pipeline management and forecasting
- Knowing your prospect. Methods of research.

Sales Engagement Strategies, Skills, And Tactics

- Winning the complex sale
- Sales planning
- Delivering compelling executive presentations
- Relationship building

- Identifying and influencing the influencers
- Developing political skills
- How to devise a winning sales strategy, even against larger competitors
- Competitive strategies, counterstrategies, tactics and countertactics
- Countering competitive price slashing
- Sales call planning
- How to win a bake-off
- Controlling timing and momentum
- Becoming an expert at competitive positioning, messaging, objection handling
- Harnessing the power of the virtual sales team
- Closing skills, strategies and techniques

The Decision And Beyond

- Negotiation best practices
- What to do after the decision is made
- Transforming key customers into unassailable references

Fees:

Contact Vivian Engel at +1 (845) 621-4100 for fees.

About Dave Stein:

Before he founded his New York-based consultancy, The Stein Advantage, Inc., in 1997, Dave Stein held many diversified positions: programmer, systems engineer, sales representative, sales manager, director of worldwide sales development, VP of sales, VP of international operations, VP of client services and VP of strategic alliances. During the early 1990's, Dave lived and sold in Europe, commencing international operations for the technology company he helped to build. In the decade since, Dave has focused on coaching experienced sales teams worldwide, for companies from \$5 million in sales to the Fortune 100. His unique skills in competitive sales strategies and political positioning combined with the success he has brought to his clients make Dave much in demand as a speaker, author, consultant, coach, and trainer. His Amazon bestseller *How Winners Sell* is now in its Second Edition.

The Stein Advantage is a New York-based consultancy. The Stein Advantage offers companies diagnostic and remedial expertise to hire top sales professionals, better position themselves in the eyes of industry analysts, overcome tough competitors, motivate their sales forces, and refocus their selling efforts to achieve new levels of credibility and differentiation with higher-level executives to whom they are selling.

Dave is a member of the Executive Advisory Board of the Fisher Institute for Professional Selling, where his book, *How Winners Sell* is being used.

DAVE STEIN

WIN

Dave Stein is often quoted and recognized in leading business magazines and websites, including Fast Company, The New York Times, BusinessWeek, Inc., Fortune, and Forbes. Dave writes a monthly sales column for Sales & Marketing Management Magazine and is frequently a presenter for Microsoft, WebEx, and SellingPower Live.

He is an instrument-rated pilot, airplane owner, bicyclist, skydiver, scuba diver, firewalker, and early adopter of technology along with being a recognized expert on business-to-business sales, marketing and service.

He is a professional member of the National Speakers Association as well as a speaker for and member of Sales and Marketing Executives International (SMEI). He is also a member of ASTD. Dave is a native New Yorker with two grown daughters and a grandson. He and his wife live and work north of New York City and on Martha's Vineyard, Massachusetts, with their dog and two cats.

WIN

Author of "How Winners Sell"