

# SALES TRAINING FOR REAL CHANGE

The Prospecting Intensive™ is the only sales training addressing both types of behaviors that affect our ability to drive new customer acquisition. Russ Salzer and Judith Bell have collaborated to create a curriculum designed for the unique needs of salespeople. Their content works in tandem to improve prospecting results and is based on their years of experience using FIRO® Theory in a very diverse set of work environments and workplace challenges.

## UNCONSCIOUS BELIEFS

### Personal Development

**Focus:** Self-Awareness, Self-Directed Change

**Deliverables:**

MindShift: Increasing one's self-awareness to the barriers of outstanding performance.

- *Working with the Survival Brain; Neutralizing Defense Reactions.*
- *Your Self Concept & Getting Your Physiology to Work For You.*
- *Looking Back to Go Forward: Changing Beliefs, Changing What's Possible.*
- *Changing Your Self-Talk, Changing Your Life.*
- *Neuroscience and Self-Directed Neuroplasticity.*
- *Practice Makes Progress: Developing New Habits.*
- *Staying On Track: Self-Correction Model.*
- *Self-Motivation; Dopamine Boosts; Using Setbacks for Inspiration.*
- *Element S: Detailed view of the self-concept.*
- *Coaching: Development and support while engaging in real prospecting.*

**Draws on:**

FIRO Theory\*  
Current neuroscience research/principles  
Cognitive, positive and success psychology

## CONSCIOUS BEHAVIORS

### Operational Effectiveness

**Focus:** Sales Tools, Techniques and Process.

**Deliverables:**

Sales Tools: Highly effective and proven methods and technology.

- *Appointment Setting:* Development of specific methods for opening the conversation with prospective accounts.
- *Getting to Closed:* Strategize and execute ideal prospect advancement while diagnosing individual strengths/weaknesses.
- *The Board, Prospect Management CRM* specifically designed to support the development of effective sales development.
- *LIFO® Method Selling Styles Survey:* Provide you with information about your unique strengths and personal styles that will help you achieve your developmental targets.
- *Peer Development:* Collaborative and supportive relationships among program participants.

**Draws on:**

FIRO Theory\*  
Lean Management Principles  
Extensive Sales Training and Technology Experience



## Judith Bell

Owner, President, Rewire Leadership Institute



**Experience:**

Master facilitator, consultant, teacher and coach. Clients include NASA, Friedman's Home Improvement, Total Oil, Restoration Hardware. Former Chair, psychology program, Antioch University.

## Russ Salzer

Owner, 3YG Sales Training & Technology



**Experience:**

Applied leadership in management, strategic planning, mergers & acquisitions, and turnarounds. Management positions include Honeywell International, Inc., James River Corporation, Peninsula Power and Light; Lean Manufacturing Green Belt.