



MESSAGING FOR A DECISION™



Where your buyers' world and
your world meet.
Create and deliver
conversations with impact.

D N A
FIELD BRANDING
SERVICES INC.
CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD

The logo features the letters 'D', 'N', and 'A' in white, each inside a dark red square with a gold border. Below this, the words 'FIELD BRANDING' are in a large, dark red serif font, and 'SERVICES INC.' is in a smaller, gold sans-serif font. At the bottom, the tagline 'CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD' is written in a small, dark red sans-serif font.



MESSAGING FOR A DECISION™

2-DAY SALES TRAINING WORKSHOP

Your buyers have preconceived ideas about you. Sometimes that works in your favor. When it doesn't, you must rely heavily on the persuasive skills of your sales professionals.

In this workshop you explore the dynamics of how buyers make decisions and how to structure and deliver your message in the most compelling way.

COURSE OBJECTIVE:

Sales professional will leave this workshop with ability to:

- Create Distinction
- Change Perceptions
- Move Buyers to Action

KEY LEARNING TAKE-A-WAYS

- Messaging for a D.E.C.I.S.I.O.N
- SPC Selling Technique
- Storyboard Template



COURSE OUTLINE

DAY ONE

TRIBAL MESSAGING: Introduction to the foundational concepts of effective sales messaging.

DECISION DYNAMICS: DECISION is an acronym representing specific techniques used in effective sales messaging.

BUYERS'S WORLD: A look at where messaging meets sales process

DAY TWO

PERCEPTIONS & OBJECTIONS: Practice techniques for changing perceptions and handling objections

STORY MATTERS: Storyboard a message with impact (Group Exercise)

JOIN THEIR TRIBE: Group Presentations and coaching

APPROPRIATE CLASS SIZE: 15 TO 20 ATTENDEES
(This facilitates the 4 or 5 workgroups)

WHO SHOULD ATTEND: Sales and Marketing Professionals

WORKSHOP DESIGN:

Facilitated learning that encourages individual and group participation
Exercises can be tailored to fit your specific content or selling environments



CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD

Companies who understand the tremendous impact their customer facing employees have on their brand are investing in field branding initiatives. Companies leverage the programs from DNA Field Branding to build processes that create better conversations. Since those conversations are happening every day, the IMPACT is immediate. The greatest impact is in sales revenue. For more information please contact us at: info@dnafieldbranding.com

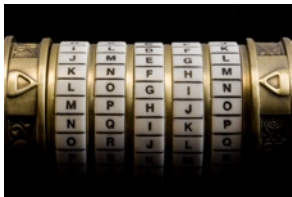


DEAN SCHANTZ

CEO, DNA Field Branding Services, Inc.

A recognized expert in the sales training arena, Dean has an outstanding record of achievement in product positioning, sales training, coaching and new business development. His extensive professional experience includes posts of Senior Consultant, Director of Corporate Education, Director of Worldwide Sales Training, and Sr. Manager of Business Development. He has also held titles of Corporate Account Manager, Product Marketing Manager, and Channel Manager. Dean has inspired the sales and marketing teams of some of the top Fortune 500 companies reach new heights in their business communications with engaging and unforgettable stories and messages, leading to winning results. Dean's naturally innovative and interactive approach will bring out the creative best in your company. This helps you leverage new business opportunities, make the most of your channels, and effectively increase your market space through dynamic messaging.

STRATEGY SERIES:



CRACKING THE CODE™

Two-day facilitated workshop for positioning new or existing products. You learn a process to give direction and uniformity to the messages that support your brand and your specific product offerings. The objective of this effort is to have your buyers think about your solution in a specific way.



SEVEN SALES TRAPS & HOW TO AVOID THEM™

One day workshop/Webinar series. A look into the most common pitfalls sales professionals encounter as they lead their buyers through a sales process.



NAIL IT! SEVEN STEP WIN STRATEGY™

One day workshop designed to move current sales opportunities to a successful completion through the development and execution of a superior win strategy.



STORY MATTERS™

2-hour keynote speech that introduces the audience to the influential power they possess when they can tell their story through the lens of their audience.



COACHING-CHANGE HAPPENS HERE!™

One day coach the coach workshop, designed to assist sales managers with a critical element of successful leadership. You learn a coaching process that helps you identify coaching opportunities and prescribe corrective actions.



THE MISSING LINK™

One day workshop. Where messaging meets methodology. A closer look at how messaging plays a critical role in every step of the sales process.