



# LEADERSHIP AND SALES INSTITUTE

*Improve your businesses performance by leveraging your team's highest level of performance. Build a more productive, confident, and enthusiastic team – increase sales and build your bottom line.*



Susan Powers, Sandler Training

## **Facilitator: Susan Powers, Sandler Training**

Susan Powers is a dynamic corporate trainer and coveted public speaker committed to boosting your sales skills, enhancing your leadership qualities and refining your customer service operations. With over 30 years of experience in sales-oriented fields, she has counseled dozens of clients across the northeastern United States on achieving peak performance in the workplace.

## **The Sandler Methodology**

The Sandler sales methodology fosters an attitude of leadership, rather than just emphasizing technique. Reinforcement training facilitates the development of new and empowering behaviors, attitudes, and sales skills, mapping a unique road map to lasting success.



**Sandler Training**  
Finding Power In Reinforcement<sup>®</sup>

## **Leadership Training**

*The Program runs six months meeting once a month from 3 to 5pm, cost is \$850 per person and includes light refreshments.*

### **December 12 Leadership Roles – How To Better Lead Your Team**

Learn how to lead people by determining what motivates them, shifting your leaderships style to different situations, defining the qualities of a leader and coaching people to elevate their individual and team performance. Utilizing management skills to keep those you lead on task and achieve their personal and company objectives, management by objective and management by walking around, finding and building a “Farm Team” of talent for the company..

### **January 18 Understanding Your Team**

How do the people you lead think... how do they process what you tell them to do and why you have to get out of your own head to connect with them.

### **February 15 Managing Conflict in the Workplace**

Learn how to manage internal and external conflict and leverage it to be your strength when dealing with others.

### **March 15 How to Drive Change through Your Organization**

The 8 principals or driving change through an organization change.

### **April 12 Setting Higher Expectations Through Goal Setting**

How to set goals, manage your team and achieve these goals, raise the ceiling on your own performance and for you and your company.

### **May 3 Performing at Peak Levels – The Power of Full Engagement**

Managing energy and focus are the keys to high performance as well as to health, happiness and life balance. This approach is grounded in 25 years of working with world class athletes to help them perform more effectively under brutal competitive pressure, and it works outside of athletics as well.

#### **All sessions will be held at:**

Home Builders & Remodelers  
Association of Central  
Connecticut  
2189 Silas Deane Highway  
Suite 8  
Rocky Hill, CT 06067

**Space is limited. Register by November 28 online at [www.hbracentralct.com](http://www.hbracentralct.com)**



## LEADERSHIP AND SALES INSTITUTE

### Sales Training

*The Program runs five sessions meeting every-other week from 3 to 5pm, cost is \$750 per person and includes light refreshments.*

#### November 29

##### Developing a Sales System

Tired of providing unpaid consulting to potential customers and watching the deals go elsewhere? Learn the Sandler Sales System and develop a process for successful sales calls, build your margins, leave an appointment with clearly defined next steps.

#### December 13

##### Understand the 4 Personality Styles

Learn how personality affects the sales process as well as prospecting. People like others they trust, people trust others they feel are like them and people do business with people they like – Learn how to better connect with people.

#### January 24

##### Develop Leverage When It Comes Down To Price

Questioning strategies – learn how to ask the tough and effective questions.

#### February 7

##### Learn How To Separate From The Competition

Tired of drawing up the plans, writing the proposal and being told “this isn’t really what we were thinking” people buy emotionally and justify intellectually. People buy for two reasons to avoid pain or to gain pleasure. Pain is 4x stronger than pleasure. Do you present your proposal effectively?

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#### January 17

##### Why do people make the decisions that they do?

Is your brain working for you or against you? Learn how to become a sales psychologist. Develop tools to deal with that difficult prospect/person.



- ☐ **Yes I/we would like to attend Leadership Training \$850 per person**  
(Non Members \$950 per person)
- ☐ **Yes I/we would like to attend Sales Training \$750 per person**  
(Non Members \$950 per person)

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Company: \_\_\_\_\_

Email Address: \_\_\_\_\_

☐ Check Enclosed (Please make payable to HBRA)

☐ Charge My: ☐ Master Card ☐ VISA ☐ American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Amount of: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_ CVV Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

**RSVP BY: November 28, 2016**

**You may RSVP by...**

**Fax:** 860.563.3709

**Email:** sheila@hbracentralct.com

**Phone:** 860.563.4212.

**Mail:** The Home Builders & Remodelers  
Association of Central Connecticut  
2189 Silas Deane Highway,  
Suite 8, Rocky Hill, CT 06067

**Online:** [www.hbracentralct.com/events](http://www.hbracentralct.com/events)

**For more information:**

**Call:** Sheila Leach at 860-563-4212



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