



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.



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 of 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



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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.

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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 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.

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 you’re your proposal effectively?

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...

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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

For more information:

Call: Sheila Leach at 860-563-4212



 **Sandler Training**
Finding Power In Reinforcement®

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