



The Surviving to Thriving Sales Tour

Simple Steps to Making Magic in your Sales Career

- ◆ The 6 Most Powerful Words in Media Sales
- ◆ The Power of a Plan
- ◆ Purpose, Process and Payoff
- ◆ So, You Finally Get the Appointment.... Are You Asking the Right Questions?
- ◆ Did I have a good day? Did I do what I was supposed to do today
- ◆ Golden Rule to Handling Objections
- ◆ Real Ideas That Sell.....NOW!
- ◆ Body Language-The Good, the Bad and the Ugly
- ◆ Understanding the Buying Cycle
- ◆ Learn the Numbers to Keep Going and Going....Sales Metrics That Really Matter
- ◆ Effective Use of E-mail
- ◆ How Hard Do You Want to Work?
- ◆ Stop Using the Fatal Phrase
- ◆ Negotiate Better Now
- ◆ Learn How to Make an Entire Office Smile for Less Than \$5.00
- ◆ The Big Door to Success Swings on Little Hinges
- ◆ Simple Presentations That Work
- ◆ It's Never Been Easier to Make a Good First Impression
- ◆ The Lost Art of the "Thank You"
- ◆ Be the Best Part of Their Day!

True to form, **Derron Steenbergen** is still in the trenches everyday leading salespeople, actively going on visits with sales staff and still handling his own business. He understands what sellers and sales managers are dealing with daily. He is expertly equipped to help sales people and can effectively deliver the message.

"The Surviving to Thriving in Sales Tour" is a high energy, audience involved seminar. It is jam packed with content and rolls along at a rapid pace. The end goal is to keep you engaged in dialogue that that will help you excel on the streets. All content is based on 25 years of experience in this business

You can also find additional information at www.swaggerinstitute.com