



**SOUTHWESTERN
CONSULTING™**

Now **YOU** have access to over 155 years of excellence in hiring, coaching, training, motivating, managing and leading salespeople from the Southwestern Company.

Southwestern Consulting™ has created two coaching programs to help you— Sales Leaders and Sales Producers— take your sales performance to the next level:

1. TOP PRODUCER'S EDGE

The Top Producer's Edge sales coaching program is designed to equip you with the knowledge, motivation, tools and accountability to **increase personal sales**.

2. MANAGER'S EDGE

The Manager's Edge leadership coaching program is designed to help you, the sales manager and business owner, **create duplicable sales systems** to fuel your sales engine.

HIRING COACHING TRAINING
MOTIVATING MANAGING LEADING
SALES PERFORMANCE



TOP PRODUCER'S EDGE

“This is a must! Our team has seen incredible results. Through the Coaching Program, one of our producers became the #1 mortgage producer in the state of Tennessee.”

-Greg Goodman, Manager of the #1 producing team for Bank of America (formerly Countrywide)

26 Module Curriculum for the **TOP PRODUCER'S EDGE** includes:

Process/Skills

- How to Generate and Sell to Referrals
- How to Close like a Pro
- Painless Prospecting: How to Reach the Decision Maker Every Time
- Learning to Answer Objections BEFORE they come up

Self-Management

- Time Management: Create a Schedule that Works— Get More Done in Less Time
- How to Hire and Train an Effective Assistant to Delegate Non-Income Producing Activities
- Selling with Social Media Marketing
- Crystallize Your Goals and Map Out Your Maximum Earning Potential

Self-Motivation

- Harness the Power of Self-Talk
- Program Your Subconscious Mind to Work for You: Create Your Personal Vision Board
- Create Strategies for Overcoming Creative Avoidance
- Understand Self Motivation and Sales Psychology

PROCESS/SKILLS



SELF-MANAGEMENT

SELF-MOTIVATION

What Is Included In Your Coaching Program?

- 45 minute personal calls with your Southwestern Consulting™ Certified Sales Coach twice per month
- Sales / Leadership “Tool Box” Binder for Your Modules of Curriculum and Training Documents
- Weekly 7-10 minute online training sessions
- Live monthly tele-seminar calls with The Sales Expert Faculty
- Ongoing access to the Southwestern Consulting™ recorded tele-seminar courses
- Ongoing access to the Critical Success Factors online performance tracking program
- 20% off the entire Southwestern Consulting™ sales resources product line



MANAGER'S EDGE

“In the last 4 months, our entire organization has improved performance by 18%. I appreciate the opportunity to work with Southwestern Consulting™ Manager's Edge Coaching Program and recommend anyone who is serious about growing their sales team give the Manager's Edge a try.”

- Tim Rodgers, Market Director, SCI- Alabama Funeral Services

24 Module Curriculum for the **MANAGER'S EDGE** includes:

- Learn the Art of Putting Out Fires While Still Being Productive (Time Management)
- How to Delegate Non-Income Producing Activity to Your Admin Staff and Create Administrative Selling Systems
- How to Get Under-Performers to Produce
- How to Attract, Interview, Select and Equip a Top Producing Sales Force
- Motivate Your Team through Incentives, Contests and Compensation
- Create a Sales Culture Where No One Wants to Leave (Keep the Retention)
- Create Sales Systems that Liberate Your Management Team's Potential

PERSONAL SALES COACHING
ENT SELF MOTIVATION



Both the **Top Producer's Edge** sales coaching program and the **Manager's Edge** leadership coaching program provide **3 CORE BENEFITS** to your business:

- **INCREASED INCOME** through one-on-one accountability with a Southwestern Consulting™ certified sales performance coach. Your coach has a minimum of 10 years of sales experience as a Top Producer and Sales Manager.
- **IMPROVED SYSTEMS** through inspecting your daily activity. We care as much about your success as you do, and your sales coach uses a customized activity tracking tool called Critical Success Factors™ to hold you (and your team) accountable to doing what you said you would do!
- **HIGHER CONVERSION** rates in selling and recruiting by having exclusive access to the over 155 years of knowledge from the Southwestern Company. As part of your sales coaching or leadership coaching program, you will receive regular ongoing training modules and unlimited access to our digital training archives.

DON'T WAIT. Your time is now! Get Results. Partner with Southwestern Consulting™ today: sales@ssnseminars.com.

