

How to get people to listen to you: Becoming the Trusted Advisor

Suitable for sales communication and management training programs

The customizable training program below is available in one- and two-day versions, provides the framework, process, and tools for creating a position of value and becoming a trusted advisor.

Program agenda

- ▶ Impression Management: What gives you the right to be heard?
- ▶ Why people listen—and who they listen to
- ▶ It's not who you know; it's who knows you: The Art of Positioning
- ▶ Presenting your ideas with impact, knowledge, and confidence

What gives you the right to be heard?

- ▶ Discover what do people believe about you
- ▶ Understand the factors that people use to decide if you are an expert

The truth about making positive impressions

- ▶ How to ask clear and effective questions
- ▶ What you can do to easily discover what is important to others
- ▶ Learn to create an effective environment
- ▶ Communicate like a leader

The image exercise

Claiming your power as a person

Exercises to facilitate understanding and demonstration of your value,

How do you build trust?

- ▶ Explore the myths of trust and learn what you can do to build trust instantly
- ▶ How not to kill communication before it starts
- ▶ Learn why people listen and who they listen to
- ▶ Prevent surprises: Managing expectations and emotions

It's not who you know, it's who knows you: The art of positioning

- ▶ Key information on the foundation of positioning.

Exercise: Discovering your hidden resources

Exercise: Creating an effective positioning strategy

Original research: How the top 2% manage relationships

- ▶ How to position yourself to win even when you lose
- ▶ Specific strategies on selling your ideas
 - Getting your calls returned
 - Setting up meetings
 - E-mail tips

The art of making the deal

- ▶ Pre-appointment information: Are you prepared?
- ▶ Key factors in building trust
- ▶ Determining questions that identify needs
- ▶ Learn how to handle the "wanna-be" decision maker.
- ▶ The importance of focusing on the underlying criteria

Presenting your ideas with impact, knowledge and power

Exercise: Develop your core message and discover your unique value.

Presentation Success: An easy to follow proven formula

Question and answer session

Client Testimonials

Rave reviews would be an understatement. You are one of the best speakers we have ever had at Smith Barney. I really appreciate your preprogram research and funny, to-the-point delivery. Let's try to match schedules for multiple dates next year. Thank you for all that you did for us. **Frank P. Breazeale III, Regional Sales and Training Officer, Smith Barney**

Great job! You have helped us to better explain the value of our services, streamline our processes and define the specific talents needed to hire the right people. Your insight into what is really important about our business has positioned us to do more of what we do well and has increased our revenues. **George Cohlma, Senior Vice President—Investments, Prudential Financial**

Garrison, your sales training program was the best I have seen in my eight years with CUNA Mutual. My people are still talking about it a year later and are successfully using your strategies. Your session was funny, direct, and very well researched. Your approach—knowing the specific issues we have to deal with, providing the answers, and making us laugh along the way—is exactly what we needed. I intend to bring you back for another training session and will touch base with you soon. **John Ridge, DMMFS, CUNA Mutual Group**

We have used Garrison 15 times already this year, with terrific results. His funny, interactive approach keeps the group focused, and his "dealing with difficult people" segment, among others, was particularly effective. Garrison helps us provide excellent value-added training to our customers. **Joe Sprague, Director of Key Accounts, AIM Management's Financial Institution Division**

Garrison was able to help me eliminate roadblocks and become more effective, fast! I have had a 100% increase in referral business, a 50% increase in revenue, and a 30% increase in productivity. Thanks, Garrison. **Robert Gilliland, Vice President—Investment Financial Service, Smith Barney**

Your tips on how to make the most of difficult client relationships will help all of our people. **Chris Murtha, VP Marketing/Business Development, TD Waterhouse**

Your sales presentation was outstanding; I would recommend you to any company that wants to motivate and educate employees and independent contractors. Thanks for making me look good! **Robert Bohli, Field Vice President, American Express Financial Advisors**

Your ability to deliver strong customized content and to be so funny at the same time is unmatched. We have received excellent feedback for the 20+ programs you have delivered at conventions across the country. **AIM Management**

Thank you for the great training workshop you provided for the sales team. The tools you taught us have made us more effective in opening relationships with our customers. Your recommendation to conduct a major training program with quarterly booster shots has proven to be the boost we needed. We are exceeding our goals! **Banco Popular**