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Mindset-driven

SELLING

DURATION

1-3

DAYS

PARTICIPANTS

16-28

FACILITATORS

2

OR MORE

CXOs

4-8

We customize all our programs and workshops. These numbers reflect a typical workshop and should only be used as a guide.



The key is not a skill set. **It's a Mindset.**

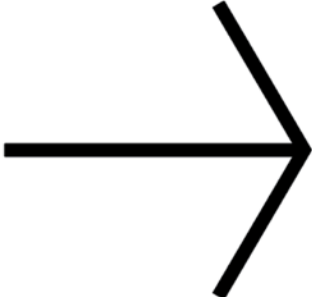
Mindset-Driven Selling is the SGA program that repeatedly delivers a seismic shift in revenue growth and performance.

MINDSET-SHIFT AND INTERPERSONAL INTELLIGENCE ARE ESSENTIAL COMPONENTS



PRIMARY GOAL OF THIS PROGRAM IS TO DELIVER

RELEVANCE & INFLUENCE ON THE C-SUITE

 **RELEVANCE**
and
INFLUENCE

3

DAY

INTENSIVE
ACCELERATED
EXPERIENCE

THE POWER of the program is that it advances everyone regardless of their experience and capabilities. **THE VALUE** of this program is that its impact is immediate and permanent.

In just three days this program can deliver a **MINDSET SHIFT** enabling the development of new and relevant capabilities that will dramatically and sustainably change business revenue and individual performance. This program – like all our programs – is tailored to the unique needs of your business and your people.



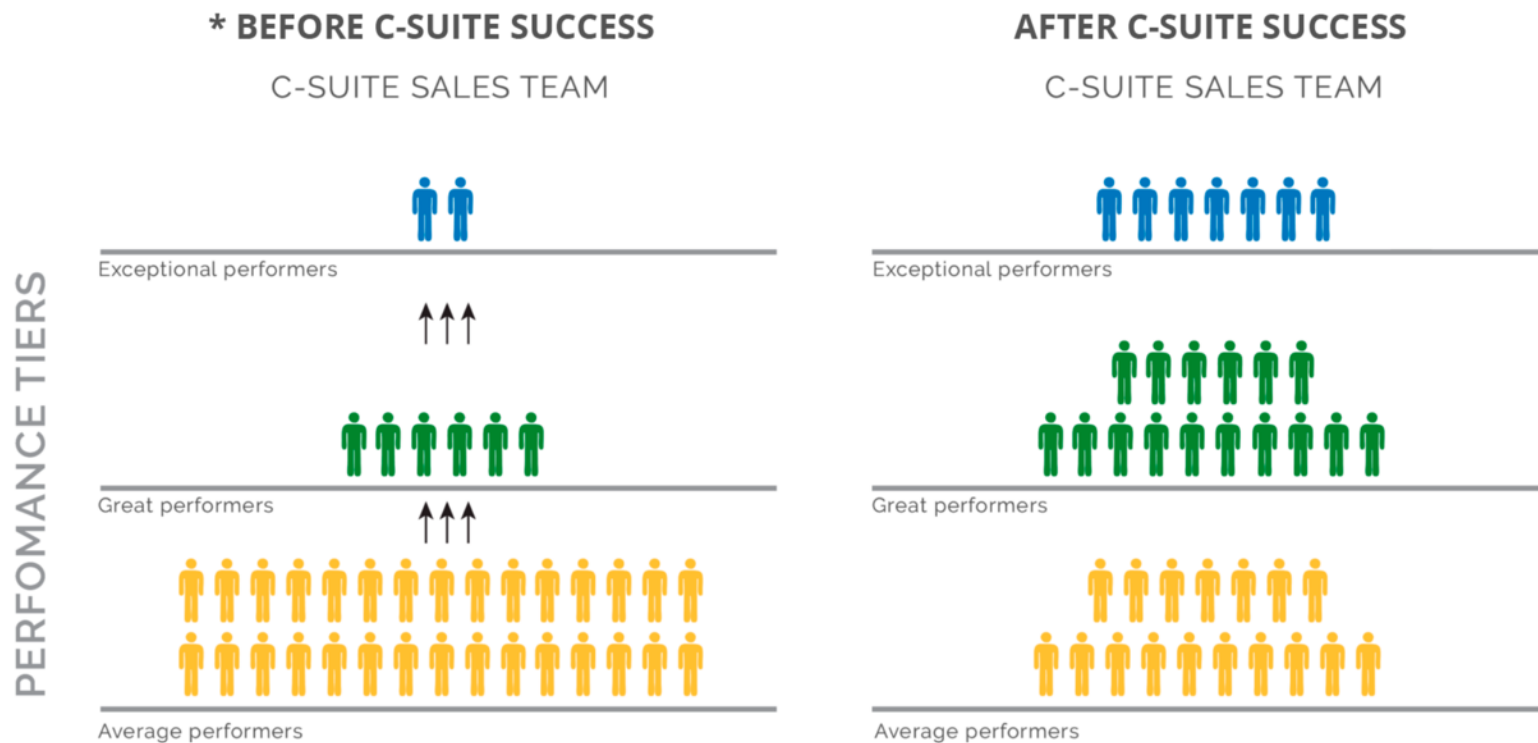
We researched every consultancy, university, and training company we could find to help our senior sales executives build the capabilities and attitudes to succeed in the C-Suite. SGA's insight, experience, and approach accelerated our progress beyond expectations.

IBM ENTERPRISE LEARNING

Our clients tell us that there is no other program with comparable commercial impact.

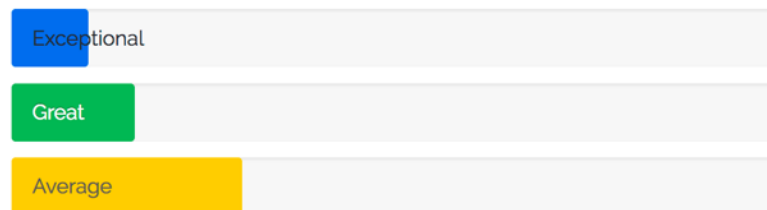
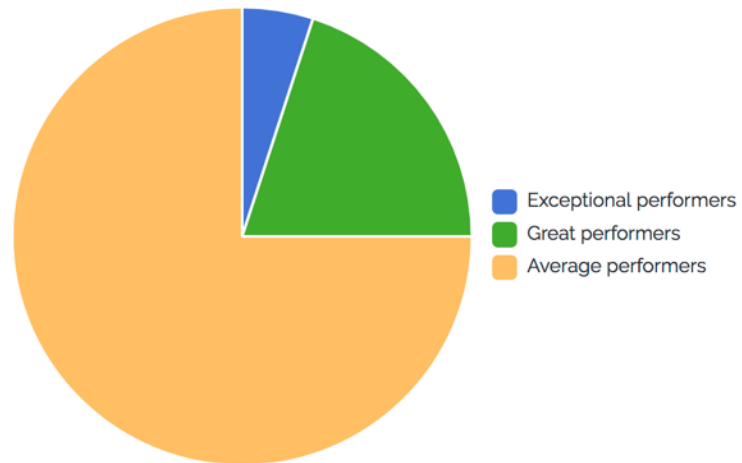
” Global best practices are not enough to make a real difference. We develop a Mindset that does.

* Every global business-to-business organization has a cross section of capabilities and performance within its C-Sales people. The typical breakdown is : 75% average performers; 20% Great performers. (each generating 2-3 times as much revenue as the average performer); and 5% exceptional performers (each of these individuals has abilities that surpass global best practices and as a result are capable of generating 5-8 times the revenue of the average performer).

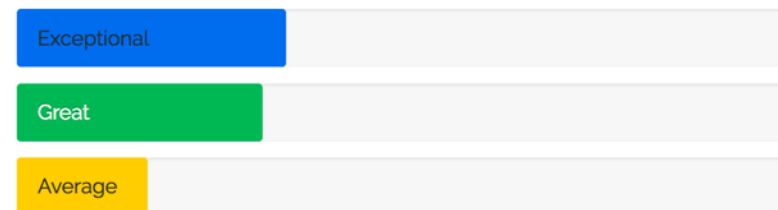
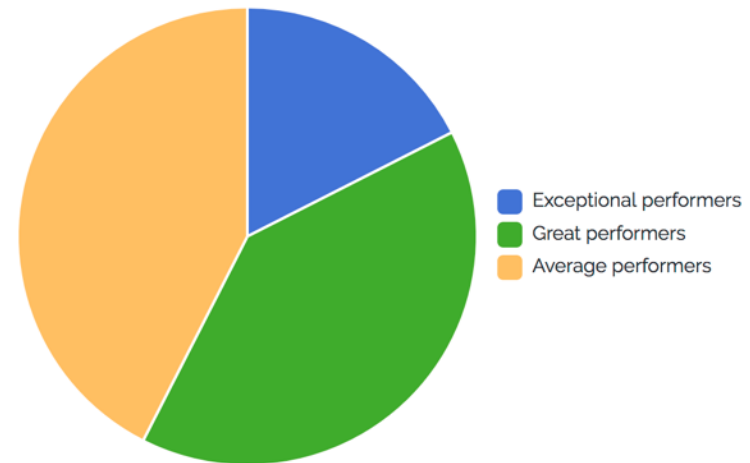


For illustrative purposes only

* BEFORE C-SUITE SUCCESS



AFTER C-SUITE SUCCESS



150%

INCREASE IN REVENUE

For illustrative purposes only

What is covered



MINDSET
SHIFT



LEADERSHIP
LENS



INTERPERSONAL
INTELLIGENCE



PORTABLE
STORY



Key elements of these critical capabilities tailored to your objectives

Strategies
& Priorities

Confidence that the organization
is effectively pursuing the optimal
path to growth

C-Suite
Networking

Confidently winning the attention
and interest of C-Level executives

Getting
Meetings

Securing quality time with senior
sponsors and influencers

Proactive
Origination

Shaping relevant, substantial,
new propositions for clients and
prospects

Value
Propositions

Translating products and services
into compelling value

Quantifying
benefits

The immediate and longer term
impact with mitigated risk in clear
financial terms

Winning
Sponsorship

Earning the willingness of an
influential executive to introduce
and promote your capabilities

Powerful
Presentations

Differentiated conversations and
presentations that motivate the
client to choose you

Accelerating
the Sale

Effectively applying strategies to
advance the sale

Sales
Management

Creating the conditions for
sustained high performance

Effective
Partnering

Ensuring effective ongoing client
relationships and outcomes

THERE IS NO
BETTER WEAPON
THAN A PREPARED
MIND.
ZHUGE LIANG

Why it achieves results:

Our Mindset-Driven Selling program for success in the C-suite advances everyone's abilities increasing the numbers of great and exceptional performers within your organization. In just three days, we can achieve what takes years to gain naturally.

Our clients keep returning to us with each new generation of C-Suite sales individuals because they know they can expect significantly increased revenues as a direct result of the experience gained.



Managers need the same mindset shift and competency development that their subordinates do. Integrating manager training and development in C-Level awareness and skills pays huge dividends as it is multiplied across their span of control.

” At this point in my career, after spending years developing patterns for success, new discoveries can be hard to find. I have had a lot of professional education, from sales courses to business management courses (and) can honestly say that this week’s event (I won’t call it training – it was more) impacted me as much as anything I have ever experienced. It broke some old patterns and opened my mind...”

I would have been glad if I would have had such an experience at the beginning of my personal career, which is completely different to all seminars I have seen before.

ANDREAS HUBLOHER



General Manager, Campari Deutschland

Executives familiar with business-to-business activities know the difficulty of changing people's opinions and behavior. This is what that program is able to achieve in just 3 days.

GERALD MAZZALOVO



President and CEO, Bally; President and CEO, Salvatore Ferragamo



HAVE QUESTIONS? PLEASE CALL US 9a.m. – 5p.m. EST

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