



Dawning Truth
Live A Better Life

Presents:

High Performance Sales

For IT and Technology Professionals

Discover the secrets sales superstars use to close deals
and consistently produce top results.

4 February 2011

High Performance Sales

For IT and Technology Professionals

This seminar will help you to:

- **Improve the effectiveness and predictability** of your sales engagements
- **Reduce time wasted** on deals that won't close
- **Increase your effectiveness** by focusing efforts where the revenue is
- **Increase your close rates** and opportunity velocity
- **Improve your competitive** performance

- **Apply all of the above** in the IT and Technology industries

This world-class seminar will help you master the following skills:

- **Power prospecting** for finding new business
- **Qualify opportunities in 2 minutes** - so you know if you are wasting your time
- **Leverage your technical team's professional expertise** to generate new business
- **Become a trusted consultant** from whom customers will buy again and again

- **Discover the secret to handling objections** and reducing resistance
- **Use expert Account Management strategies** to create repeat business
- **Develop high performance Sales Formulas** to enhance your close rates
- **Enhance your Forecasting Accuracy** and Pipeline Management skills

- **Discover the sales technique** 88% of sales executives say will improve sales performance - and why this technique isn't working for you
- **Grow into a Sales Master** by developing the 7 Habits of Sales Champions

Testimonials from past sales seminar participants:

Great way to learn and sharpen your skills at selling greatness.

Dantin Swanepoel. (Overall rating: 10/10)

I learnt a lot and also refreshed my selling skills. Feeling inspired and ready to go sell!

Natalie Cumberlege. (Overall rating: 8/10)

Who Should Attend?

- **IT and Technology Sales People** who want to master the principles of solid sales performance
- **Pre-sales Technical Specialists and Solution Specialists** who want to master the fundamentals of sales effectiveness
- **Sales Leaders and Senior Executives** who want to improve team consistency and closing ability
- **Anyone else** who can benefit from expert sales skills

Methodology

Focus is on skills transfer and practical techniques you can apply to your business environment.

- **Communicate core concepts** using an interactive style
- **Try-out practical hands-on exercises** for skills transfer - not just theory

Where and When?

Date: Friday 4 February 2011

Duration: 1 Day

Venue: AstroTech Conference Centre, Jhb

Time:

Registration: 8 am
Start: 8:30 am
Conclude: 4 pm

Price

Price: Only R1995-00 per delegate (excluding VAT)

Discounts for Multiple Bookings:

7%: Two people from the same organisation
15%: Five people from the same organisation

About Us

Dawning Truth is a South African leader in peak performance research. We specialise in helping you institutionalise best practices in your business.

The trainer, Dave Lucas (also known as Destin) has been trained in IBM's Global Sales School, IBM's Top Sales Talent, and Microsoft's MSSP Sales Process. He is an NLP Master Practitioner and is the author of the book *The Inner Secrets of Greatness*.

Praise from a former sales seminar participant:

Highly motivating as well as practical ideas.

Belinda Baker. (Overall rating: 9/10)

Register Online

You can [register online by clicking here now](http://www.dawningtruth.co.za/it_sales_registration_jan_2011).

Alternatively copy and paste the following link into your browser:

http://www.dawningtruth.co.za/it_sales_registration_jan_2011