



Sales MBA

Sales is not about force-fitting a product onto a customer. Rather, it's about first finding out exactly what the customer needs and wants as completely as possible, and from as many different perspectives as possible, then showing where and how your product or service can satisfy those specific requirements. True selling is much more about meeting needs, than it is about "persuading."

In Eagle's Flight's *Sales MBA*™, your sales team will get hands-on experience and practice on how to do this. Even better, they will understand how to do so within the context of your own company's needs and priorities. Over five days of training, your sales employees will learn about funnel management, how to sell with integrity, creating customer profiles, building partnerships, and of course, acquire new sales skills. Leaders will be present in this part of the training, as well as take part in their own full-day session where they learn what it means to lead a results-driven sales team.

THE OUTCOME

Individuals will return to work with the ability, tools, and confidence to:

- Set expectations to achieve all that is possible
- Establish and manage a sales funnel that generates predictable sales results
- Sell with integrity, not just on product knowledge
- Create a customer profile that reflects the prospective customer's reality
- Build long-term partnerships with customers, not just generate individual transactions
- Sell with an executive presence, overcome objections, close, and determine next steps



Left with questions? Wondering what a partnership could look like? Give us a shout!

Toll-Free North America: 1-800-567-8079 • International: +1-519-767-1747 • www.eaglesflight.com
Asia Pacific: +65-6805-0668 • Europe: +44 (0) 1753-533010 • South America: +55-11-3050-2210

THE DETAILS



5-day
program



6 - 25
participants



Ideal for training
sales teams at all
levels



Customization and
delivery options
available



Post-course
reinforcement
available

THIS ISN'T YOUR ORDINARY LEARNING EXPERIENCE

An Eagle's Flight experiential learning program is unlike anything you or your participants have seen before – it's not another lecture, case study, or role-play. Through interactive, experiential-based learning your participants will not only learn new skills and knowledge, but get the chance to put that learning into action and practice them as they apply to their life on the job. We frequently use our "40, 40, 20" formula when delivering training. This translates to 40 percent of the time spent on conviction and knowledge transfer, 40 percent on practice with that knowledge, and then 20 percent on how to apply the learning back on the job. This all comes together to produce a change in behaviors that deliver expected results.

Why do we do this? We take this approach to training because by personally experiencing the results that come from applying their existing behaviors in the experiential portion of training, participants see the link between their performance in the experience and the changes they need to make to maximize performance at work. A powerful debrief reinforces the lessons learned in the experience and shows how to apply those lessons back on the job. New competencies are developed, learnings are retained, and individuals are more likely and better able to enthusiastically apply their new knowledge to improve their day-to-day performance.



"The use of your experiences to build understanding and conviction is an Eagle's Flight trademark; and one which, in my opinion, is a true differentiator that sets you apart from all others in your field."

Marc Caira, Vice Chair, Restaurant Brands International



Left with questions? Wondering what a partnership could look like? Give us a shout!

Toll-Free North America: 1-800-567-8079 • International: +1-519-767-1747 • www.eaglesflight.com
Asia Pacific: +65-6805-0668 • Europe: +44 (0) 1753-533010 • South America: +55-11-3050-2210