



Take the Mystery Out of Selling™

A sales workshop and consultative selling approach created by Sales Experts Brenda Staab and Lane Henderson

Your sales team can unlock the mystery of selling – and quickly succeed using this proven approach.

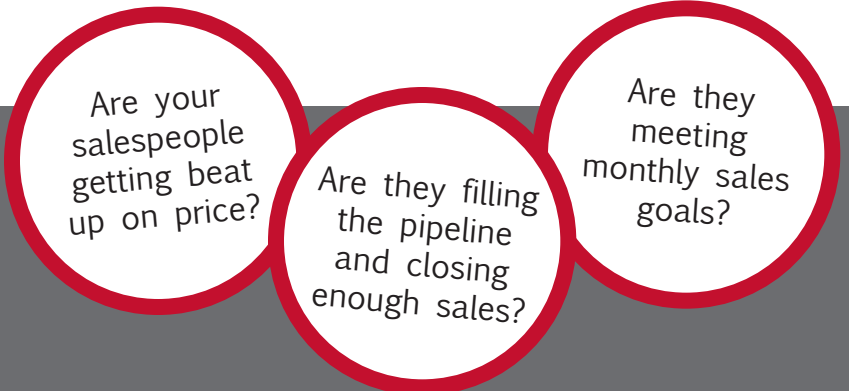
Sales Managers/Directors and Business Owners:

What makes this sales program different?

- Customized to your strengths – Capitalize on the strengths of your company, product/service, and sales team.
- Interactive workshop – Your team members practice real strategies (not theory) and can immediately use what they've learned.
- Consultative selling versus the traditional sales approach – Salespeople who ask strong, investigative questions build relationships with prospects, meet customers' needs, and close more sales. Period.

What do you get?

- Pre-training assessment to identify your company's sales challenges and opportunities
- A 1- or 2-day customized, interactive workshop with customized workbooks
- A customized Case Report reflecting key ideas and outcomes from the workshop
- Follow-up coaching to sustain the learning



“Take the Mystery Out of Selling” is a step-by-step consultative selling approach that works.

In our decades of sales experience, leadership, and consulting, we've discovered that highly successful salespeople approach their role like a detective. A good “investigator” must ask strong questions, search for clues, uncover evidence, stay on the trail, and crack the case to close the sale. This innovative sales approach is called consultative selling.

With consultative selling, your salespeople will learn to think like detectives or investigative consultants ... in other words, sales sleuths!

In a focused, engaging workshop, your salespeople will learn and practice consultative selling strategies. Then, armed with customized workbooks, they can immediately use these strategies to close sales.

Your sales team will:

- Discover how to share your company's Unique Value Proposition to sell value versus price.
- Learn the secret to asking investigative questions and uncovering customers' needs.
- Resolve objections successfully – and early – in the sales process.
- Increase the close ratio in a shorter amount of time.
- Grow long-term, profitable relationships with customers.
- Solve the case and close the sale.

Brenda Staab
Mountain Peak Sales Training LLC
Energize your sales team –
Reach new heights!™
www.MountainPeakSalesTraining.com



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Testimonials

"Take the Mystery Out of Selling provided our company with the hands-on approach we needed to refine our sales process. I liked the interactive nature of the workshop, which brought out our unique selling points. This helped us learn how to differentiate our company and better adapt to our customers' needs."

– **Larry Garza, Owner, Aztec Bolting**

"I liked the emphasis on meeting all 3 Ps for an ideal customer. Instead of sacrificing price, we should emphasize the value the customer gets. Also, the role playing and other interactions led to 'aha' moments, which were pivotal. This workshop is good for entry-level salespeople as well as a refresher for more experienced sales staff."

– **Bradley D., Workshop Participant and Sales Sleuth**

"We tend to overlook many small things. That's where listening for clues really comes into play and can make such a difference."

– **Kim E., Workshop Participant and Sales Sleuth**

Help your sales team
unlock the mystery of
selling and discover
sales success!

Contact Brenda.

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"Take the Mystery Out of Selling" **Co-creators Brenda Staab and Lane Henderson**

"Take the Mystery Out of Selling" is a national program, created by sales experts – and now collaborators – Brenda Staab and Lane Henderson.

Brenda and Lane count their lucky stars: They were introduced to the consultative selling approach early in their careers. This investigative method of sales paved the way for successful careers as sales professionals, managers, and consultants. Today, they teach this approach to new "sales sleuths" throughout the nation.

According to Brenda and Lane, consultative selling is at the core of investigative sales. As a sales professional, your #1 job is to uncover your customer's need and truly find a solution. This approach isn't a talk-and-tell sales spiel. Instead, you put on your detective's hat, ask strong questions, and listen for clues. A natural result of this process is building relationships, winning new business, and closing more sales.



"Take the Mystery Out of Selling" delivers results to traditional sales teams as well as business consultants and professionals responsible for new-business development.

Brenda Staab
Certified Sales Sleuth

About Brenda Staab

Reach new heights in sales success!

Brenda Staab knows that a positive work environment produces a healthy, growing revenue stream. As a sales consultant and workshop leader, she can help you transform your sales group into a powerful, successful force – a team that reaches new heights in sales success!

In her successful sales career, Brenda earned recognition, awards, and accolades while building sales teams and record-breaking account lists in the advertising and hospitality industries. Brenda was consistently recognized as a top biller in sales and as an inspirational leader as Sales Manager. She received a coveted Award of Excellence and earned rave reviews from her clients for her professionalism, marketing ideas, and high-level of service.

A licensed Path Elements Profile (PEP™) trainer, Brenda consults with clients in the meeting planning and hospitality industry, banking and financial institutions, small to large businesses, associations, and non-profit organizations.

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