

805 Sales Bootcamp

WINTER SESSION 2019

SANTA BARBARA, CA

This intensive six-week experience covers 6 Critical Selling Skills that will allow participants to open more doors, better understand customer needs, more persuasively articulate value, and close more deals.

6 Critical Selling Skills

1 DEEP DISCOVERY

Fostering openness and creating dialogue to uncover, explore, shape and define needs

2 UNDERSTANDING

Understanding selling and buying styles to quickly build rapport with prospects and customers

3 RELATING

Establishing trust by demonstrating credibility and empathy

4 POSITIONING

Presenting information in a clear, concise and compelling manner

5 NEGOTIATING

Improving profitability and enhancing how customers perceive the value of your products and services

6 CLOSING

Addressing and solving customer's business problems by bringing out concerns, resolving objections and agreeing on next steps

IDEAL FOR:

- Salespeople who need to develop a systemic sales process and approach
- Individuals not part of a sales organization that offers formalized training
- Anyone who wants to become “unconsciously competent” at opening more doors, better understanding what customers need, clearly articulating your value, and closing more deals

DATES: Six 4-hour sessions
beginning February 22, 2019

TIME: 8 AM – Noon
(Light breakfast at 7:30 AM)

LOCATION: Impact Hub Santa Barbara
1117 State Street

Testimonials

“Steve matured our sales team by providing necessary tools to effectively prospect, conduct discovery and negotiate contracts. Steve was a vital resource to helping our team grow its client base year over year.”

Paul McLean, Anchor Point CEO

“Over the years we have utilized other sales training but put simply Steve ‘gets it’. His engaging and interactive approach has been valuable to all levels of sales professionals on our team.”

Brad Frohling – Radius Group

“Steve does an excellent job of adapting to our Sales Team’s varying demographics while relaying key concepts in a fun and easily consumable way.”

Jessica Holley, Citrix Worldwide Sales Enablement

“Steve Johnson is a sales professional and a great teacher. We’ve entrusted Steve with training not just with our sales group but our entire team. He’s an expert on relationship building, negotiations and influence.”

Dave Odell, MedBridge CEO



ABOUT STEVE JOHNSON

Steve’s 30 years of professional experience encompasses sales, sales management and organizational development of professionals at various levels across multiple industries.

His focus is on helping organizations develop and deliver results-oriented sales training. He has worked extensively with insurance, health care, pharmaceutical, medical device, manufacturing and high-tech organizations including UnitedHealthcare, Citrix, HP, Intel, Conoco Phillips, and Union Bank.

Steve has an MBA from Pepperdine University and a B.A. in Economics/Business from Westmont College. He lives in Santa Barbara and the 805 Sales Boot Camp allows him to spend more time in the city that he loves.