



**Winningways**  
inc.

Business Development Training



**YOUR GOALS, ACHIEVED**

**“WinningWays has had an extremely positive impact on our business. They tailored their program to our specific needs and helped our team learn to focus on goals and not just on sales. For us, the proof is in the numbers: **We doubled our sales in 12 months, and WinningWays was a key factor in that growth.**”**

*—Tom Murphy, Partner, Dynamic Business Interiors*

Selling in today's market requires the sales or business development person to be comfortable in the process that works best for *their* style of selling and to be focused on the key words and thoughts that will secure new business in a tough economy. Today's successes are not based on price as much as on safety and security for the buyer. Success is based on knowing who the right prospects are and how to find and attract them. Adding the right prospects to your new business funnel is rocket fuel for your business development department.

#### **The WinningWays Process**

The WinningWays Business Development Training process is a comprehensive, concise method that helps develop skilled, successful business development and sales professionals. By uniting current business development skills with a personal development system, a professional will uncover a system that will lead to higher levels of achievement.

Whether you're selling a service or a product, whether you represent an established company or a new start up, one fact remains clear: It is unlikely that you will maintain a competitive advantage unless you change the way you have always done things.

#### **Critical Issues Covered**

The WinningWays sales programs cover in detail how to sell in a tough economy, connect with Generation Y, and reinvent yourself as a successful business development person. Each participant learns a sales process that they can implement successfully. The process includes prospecting techniques, how to fill the sales funnel and keep it full, reading body language, getting appointments, effective questioning techniques, and effective presentations and proposals. We tackle resisting change and

handling fear through a step-by-step goal-setting process that includes solutions to every obstacle and creating a positive attitude. We will help develop action plans for powerful stay-in-touch systems, which are critical for success. Finally, each participant will develop a clear sales plan to ensure success... and more business!

#### **Measurable Results**

We believe in tracking results, so we will help each participant develop matrices for the following key indicators of success:

- Increased business development opportunities
- Increased market share
- Ability to attract, service, and retain customers
- More repeat business
- Increased income
- Higher profits for your company and for you
- Job stability
- Balance between personal and professional life
- Excitement about life and career

#### **About WinningWays**

Winning Ways, Inc. is a woman-owned firm focused on strategic planning, executive coaching, and professional development in sales, leadership, and communication. Our company is built on the belief that helping you set the right goals and giving you the tools to achieve them is the key to your growth—whether its growing your business or improving your performance. Our goal is to help you create the right environment in which to reach your potential. Our executive sales coaches have owned multimillion dollar businesses, been top sales executives, and have achieved tremendous success in their professional and personal lives.