



**SOUTHWESTERN
CONSULTING™**

TOP PRODUCER'S EDGE & MANAGER'S EDGE

Sales & Leadership Training Programs

You want to grow your income, but you're so busy that you often feel like there's just not enough time in the day to fit in everything that needs to be done! **Sound familiar?**

Don't worry. Now you have access to over 160 years of excellence in coaching, training, hiring, motivating, managing, and leading salespeople from the Southwestern Company.

Whether it's for you or your team, we can help you **generate more referrals and leads, improve your ability to close business, enhance your self-confidence and professionalism, and do it all while gaining better control of your time and creating more margin in your life.**

In the past 10 years, Southwestern Consulting™ has coached over 5,000 individuals one-on-one to take their performance to the next level.

We have two programs: **TOP PRODUCER'S EDGE** for sales producers and **MANAGER'S EDGE** for sales leaders.

Both the **TOP PRODUCER'S EDGE** sales coaching and the **MANAGER'S EDGE** leadership coaching will help you in 3 primary areas:

1. INCREASED INCOME through one-on-one accountability with a Southwestern Consulting™ certified sales performance coach. Your coach has a minimum of 10 years of real world experience and has actually walked the walk of being a top performer. Your coach will hold you accountable to doing the things you know you need to be doing to focus on your income producing activities and make more money.

2. IMPROVED SYSTEMS through inspecting your daily activity. You will gain access to our proprietary web-based activity-tracking tool called Critical Success Factors™. You and your coach will create a customized game plan and set of corresponding activities to track so that we can prove your results. This is a tool you and your coach will use every day to make sure you are taking the actions necessary to be successful.

3. HIGHER CONVERSION rates in selling and recruiting by having exclusive access to our world-class content and online trainings. You will receive a customized series of videos each week that help you develop skill sets in key areas that you and your coach decide to focus on.

Most of all, you and your coach will develop a customized game plan for you to get better control of your time, have more peace of mind, and achieve higher productivity in all areas of your life.



TOP PRODUCER'S EDGE

“I have worked with Northwestern Mutual for 19 years and I had always been in the ‘middle of the pack’. After being personally coached by Southwestern Consulting™ I am the #1 producer in the state of Florida for Northwestern Mutual, and I’m on track to double my production from last year which will place me in the top 1% of financial planners in the world!”

- Thomas G. Pate, CLU, ChFC,CASL, Northwestern Mutual - Financial Representative

Our 3-step plan to grow your sales will help you focus on the following areas:

Sales Skills

- How to Generate and Sell to Referrals
- How to Close Like a Pro
- Painless Prospecting: How to Reach the Decision Maker Every Time
- Learning to Answer Objections Before They Come Up

Self-Management

- Time Management: Create a Schedule that Works - Get More Done in Less Time
- How to Hire and Train an Effective Assistant to Delegate Non-Income Producing Activities
- Selling with Social Media Marketing
- Crystallizing Your Goals and Mapping Out Your Maximum Earning Potential

Self-Motivation

- Harnessing the Power of Self-Talk
- Programing Your Subconscious Mind to Work for You: Create Your Personal Vision Board
- Creating Strategies for Overcoming Creative Avoidance
- Understanding Self-Motivation and Sales Psychology

The 24 Module Sales Coaching Curriculum for the TOP PRODUCER'S EDGE includes:

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| 1. Vision | 13. Referrals |
| 2. CSFs & Numbers Game | 14. Student of the Game |
| 3. Schedule & Time Management | 15. Overcoming Fear |
| 4. Goal Setting | 16. Presentation |
| 5. Navigating Different Behavioral Types | 17. Attitude of Gratitude |
| 6. Phone Techniques | 18. Accountability & Problem Solving |
| 7. Introduction | 19. Positive Self-Talk |
| 8. Prospecting & Leads | 20. Using Social Media |
| 9. Take Action Now | 21. Cash Collection |
| 10. Closing | 22. Sales Physiology |
| 11. Answering Objections | 23. Humor & Creative Marketing |
| 12. Confidence | 24. Remembering & Using Names |



“The results speak for themselves: our total revenue was 51% higher this year over last. As a co-owner of 4 Iron Tribe Fitness franchisees, the coaching I’ve received is as valuable as anything I’ve done in the last 10 years. Southwestern Consulting™ coaching and tools have helped coach me to finish one of the best years I’ve ever had at work and at home. I encourage you to consider how SWC might do the same for you and your business.”

- Jamie Warren, CEO – Iron Tribe Fitness (Nashville Locations)

Here are just a few of the benefits that your coach will help you achieve if you’re leading other people:

- Learn the Art of Putting Out Fires While Still Being Productive (Time Management)
- How to Delegate Non-Income Producing Activity to your Admin Staff and Create Admin Staff and Create Administrative Selling Systems (How to hire and work with Executive Assistants)
- How to Get Underperformers to Produce (Creating Performance Recovery Plans)
- How to Attract, Interview, Select and Equip a Top Producing Sales Force (Recruiting)
- Motivate Your Team through Incentives, Contests and Compensation
- Create a Sales Culture where No One Wants to Leave (Keep the Retention)
- Create Sales Systems that Liberate Your Sales Team's Potential (How to Create Sales Training Systems)

The 27 Module Sales Management Curriculum for the Manager's Edge includes:

1. Time Management For Leaders
2. How to Multiply Time
3. How to Delegate
4. 10 Keys to Creating a Sales Culture
5. Leadership Affirmations and Attitudes
6. The Difference Between Managers and Leaders
7. The First 90 Days As A New Manager
8. Management Purpose and Vision Casting
9. Creating Your Company's Creed
10. Control the Controllables
11. Managing Your Team's CSFs and Goals
12. Holding People Accountable
13. Sourcing and Attracting Top Talent
14. Interviewing
15. Hiring and Selecting
16. Retention
17. On-boarding
18. Tips for Having Better Meetings
19. The 3 Step Outline for Every Sales Meeting
20. Keys to Successful Personal Conferences (PCs)
21. Why Have A Sales Cycle and Scripts
22. Field Training Methodology
23. Strategic Leadership Tools
24. Building Incentive Programs
25. The Performance Recovery Plan
26. Confronting Underperformers
27. Navigating (different behavioral types) for Leaders



WHAT'S INCLUDED?

A minimum of 24 one-on-one accountability coaching sessions with your Southwestern Consulting™ Certified Sales/Leadership Coach over a 12 month period.

Each session is a phone call that lasts 45 minutes every other week.

Access to the Critical Success Factors (CSF) – online daily activity/performance tracking tool. It helps hold yourself and your team accountable to putting in the daily activity needed to hit your goals. Plus you and your coach can run reports to see how you're progressing compared to the goals you have set out for yourself.

Every other day in-between your coaching sessions, you will receive a high impact training video by the Southwestern Consulting™ sales expert team on how to improve your sales and your sales team's performance.

If you're considering having a coach it's probably because you know that you haven't yet reached your full potential. You know you're capable of making more money, helping more people, having a greater impact and getting better control of your time.

The best athletes in the world, the top ranked CEOs, the highest paid artists and actors all have coaches. It's because they know the power of accountability and how it can help you achieve your goals and feel more in control of your life and your schedule.

If you don't take action and you don't get added accountability, then what will happen? You will likely continue getting more of the same results that you are now. If you want to improve, then you need to do something different.

**We have a system that works and it's worked for over 160 years.
You want to grow sales. We'll guide you.**

