

# Advanced Management Training & Accreditation Workshop®

*Online version with one day in classroom.*



*Increase your revenue through higher  
Sales Productivity*

**Confident Approach AB.**  
Unlocking people's potential

[www.confidentapproach.com](http://www.confidentapproach.com)

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## No tricks, No gimmicks,

The hesitation to initiate first contact with prospective buyers on a consistent daily basis is responsible for the failure of more competent, motivated, capable salespeople than any other single factor. Nothing else even comes close. If Sales Call Reluctance® has infected your sales force, you can stop wasting money on new product rollouts, expensive brochures, and high-dollar sales training. After all, what good are they if your salespeople don't have enough prospects to sell to?

### Is Sales Call Reluctance® lurking in your organization?

*Just a few of the tell-tale signs...*

- Too many meetings
- Too much focus on having the right corporate "look"
- Too busy "putting out fires"
- Repeated restructurings to try to boost profits
- Effective sales training looks ineffective
- Good sales trainers look bad
- Expensive selection procedures yield so-so results



## The Advanced Management Training & Accreditation Workshop

*Only the information you need, to measure what you need to measure, so you can change what you need.*

- Three critical behaviors of natural self-promoters
- Four steps to success most salespeople can't (or won't) take
- What Sales Call Reluctance® really is and isn't
- Waste your time, waste your money: The four Call Reluctance® Impostors
- The sixteen faces of Sales Call Reluctance®
- SPQ GOLD/FSA®: What it is, how it works, what it tells you
- Field-tested techniques to unclog sales prospecting activity
- Beyond the fear of rejection: How to predict, prevent, diagnose, and correct Sales Call Reluctance®
- Training salespeople — when ice-breakers aren't enough (aka the "Stun Gun" approach)
- Call Reluctance®: How experts get it wrong and make it worse
- Name games companies play to cope with Sales Call Reluctance®
- Who's spreading Call Reluctance® in your organization?
- The Call Reluctance® Program: validity, reliability, utility and more
- Practical applications and supervised, real world case studies
- How to spot unethical self-promoters before they spot you
- Get ready, get set, get scammed? Evaluating "psychological" tests on the World Wide Web

## Plus...

New diagnostic innovations:

**The Recruiting Power Measure™, Meeting People Questionnaire™, Career Styles Inventory™, Selling Styles Profile Analysis™**

## And...

Latest research results from Behavioral Sciences Research Press: Self-Promotion and Gender Studies, *Where in the World Can You Find an Honest Salesperson, "Faking"* Psychological Tests, and more!

## Who should attend?

Managers, trainers and professional consultants who are responsible or have a genuine interest in teaching and supporting salespeople to get to higher levels of productivity.

## Advanced Accreditation Training

Is an intensive four-day counter offensive on the emotional barriers that keep talented, motivated professionals from earning what they're worth. There's no psychological pixie dust, mental makeovers or pseudo-spiritual sermons. This course is about changing unproductive behavior patterns to achieve measurable, bottom-line results.

### Does it Work?

The Power Up your Sales Workshop® has been fully validated by pre-post and other research designs. It is the only program of its type and consistently has been rated by psychologists, consultants, corporate executives and sales professionals in many countries as among the best workshops

they have ever attended. If you're weary of baseless claims and shams posing as science, this program could be for you.

*"The bottom-line in measuring the effectiveness of any sales training tool is simple. Are you initiating more prospecting activity and closing more business as a result?"*

*We are! .....our staff have shown... a 275% increase in prospecting calls per week.....our sales are up by more than 16% over last year"*

**Jenifer Lambert, VP, Business Development, TR Group**

*"...thoroughly absorbing, practical and powerful... the skills and applications you'll learn will add to your own value and to the value you can create for others."*

Bob Ashford  
Natl. Mgr., Sales Development  
Morgan & Banks, Australia



## Accreditation Agenda

The third and fourth days provides participants with the capacity to deliver the Power Up Your Sales Workshop®.

The workshop is a behavioral change (CBT-based) program that can quickly and effectively eliminate sales call reluctance problems once they have been properly diagnosed. This day 'peels back the stage curtains' to explain why the workshop is as successful as it is in real business applications around the world and across cultures and industries.

- **Agenda:**
- Platform Resource Guide review
- Principles of Teaching the workshop
- Preparation Requirements
- Self-Disclosure Parameters
- Bonding Techniques
- Unplugging
- Principle of Revelation
- Spontaneous Recovery
- ROI on the workshop in the real world
- Designing your program evaluation
- Practice Teaching (Mandatory for accreditation)
- Skill Building Exercise: Unplugging
- Skill Building Exercise: Workshop Matrix
- Skill Building Exercise: Visibility Management
- Knowledge Review (Mandatory for accreditation)

## **Overview of the four-day program or 10x120 minutes online + a full day**

Power Up Your Sales Workshop®  
Management Accreditation: Picking the Blue Chips: SPQ\*Gold/FSA & Train-the-

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Trainer.

For inhouse minimum 4 participants.

In the online sessions most of the first three days are moved into the 10 different workshops sessions and some to day 4.

**Whether you take the online with a full day classroom or 4 intensive day depends on what you like Both have the same content.**

### **Content of the Accreditation.**

- Introduction
- What is the Secret of Sales Success?
- Guiding Principles of Sales Call Reluctance (SCR)
- The 16 Faces of Sales Call Reluctance
- SPQ\*Gold/FSA Feedback
- Reviews
- Beyond the Fear of Rejection:
- Confronting Sales Call Reluctance
- Follow-through: Monitoring Your Progress
- Million \$\$ Secrets of Modern Sales Call Reluctance Research
- Three Critical Questions for Sales Candidates (& Sales Assessments!)
- Guess Who's Spreading SCR in Your Organization?
- SPQ\*Gold/FSA Validity
- Beyond Testing: Using Your Eyes & Ears to Spot SCR
- Putting It All Together: Hands-on Case Studies SPQ\*Gold/FSA Certificates Awarded
- Conclusion of Picking the Blue Chips: SPQ\*Gold/FSA Accreditation
- Train-the Trainer
- Counter-Intelligence Strategies for Teaching the Workshop
- In-Depth Review of the Workshop Countermeasures
- Guiding Principles of the Follow-Up Program
- Final Quiz and Awarding of Certificates



## Overview of the four-day program and the Online + a classroom day 2024.

We meet 10 times 2 x 60 minutes online the 2<sup>nd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 18<sup>th</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 30<sup>th</sup> of September 18.00-20.00 online  
+ an evening October 3<sup>rd</sup> for dinner and a full day in classroom Friday the 4<sup>th</sup> of October.

For the four-day program with minimum four participant's ask for a proposal. We start 10.00 the first day the rest 09.00 and end 18.00 all days except for the last day it is 16.00

### Meet the Specialists

Christer B Jansson, Trainer & Founder Belbin Sweden & Confident Approach will be on hand to answer your questions.

During the training session you will also meet Trelitha Bryant or Suzy Dudley from BSRP Inc and the authors behind the book Relentless. She will explain the science behind the system and demonstrate why the Call Reluctance® program is used by sales-driven organizations worldwide to help increase productivity and reduce sales turnover. This part will be online.

**Christer B Jansson Founder & CEO for Confident Approach Europe**



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Has a background as sales manager, marketing manager and since 1989 as a consultant within leadership, sales and team development. Christer has since 1987 been a teacher in Belbin theory in the Psychology department at Stockholm University. He is also the founder and member of the Board in Belbin Sweden.

He is now Founder and CEO of Confident Approach AB, a consultancy company who is working with organizations to develop productivity in salespeople, help them recruit better and train the sales management and in-house trainers. Confident Approach AB has the rights for Sales Call Reluctance in Europe.



**Suzanne C. Dudley, CPA President & CEO**

Suzanne C. Dudley, daughter of BSRP's Co-Founder, George W. Dudley, has worked at BSRP in many different capacities since the early 1980s. In 2004, she was appointed as Director of Finance, and in January 2012 she was promoted to acting President and Chief Financial Officer.

Prior to 2004, Suzanne worked in public accounting where she advised small and medium sized businesses across many industries on topics related to tax compliance, accounting systems, financial reporting, budgeting etc.

In her current role as President, Suzanne is responsible for the development and management of the company's strategic plan, which includes initiatives such as resource allocation, channel management, and new product development.

### **Mrs Trelitha Bryant**



Trelitha is George W Dudley's right-hand person doing all statistics and much more. She is a Ph. D in mathematics and a specialist on psychometric testing. She has conducted this Workshop several times with Christer B Jansson on Swedish soil and in the states with Suzy. She is very skilled and appreciated and has great patience as we need to understand some of the statistics and the construction behind tests and research which can be quite complicated.

### **Advanced Management Training**

#### Description

The workshop is unique in its construction. It is built on long science-based knowledge. It is very effective in changing people's behavior, and you get razor sharp tools to develop people and handle Call Reluctance. In USA it's run by BSRP and when in Europe it is Christer B Jansson that teach it.

#### Purpose

The purpose is to give every participant necessary information, tools and techniques to handle both your own and your clients Sales  
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Call Reluctance. We also want that your investment will pay back within half a year.

The Management Training Workshop will be run by Confident Approach AB in cooperation with BSRP in Dallas, Texas.

#### **Date for workshops 2024**

to be decided and it is 4 days in a row. For inhouse or minimum four participants.

Start time on day 1 at 10.00 and the workshop ends on day 4 at 15.00 sharp. Finishing time is at 18.00 every day except last day when it is 15.00. Starting time at 09.00 every day except first day which starts at 10.00

Price €4.000 + classroom day expenses and full board at the venue.

#### **Timetable online Workshop and 4:th day in Classroom**

Our online + a classroom day is:

2<sup>nd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 18<sup>th</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 30<sup>th</sup> of September 18.00-20.00 online

+ an evening October 3<sup>rd</sup> for dinner and a full day in classroom Friday the 4<sup>th</sup> of October starting 09.00 and ends 17.00

Price €3.000 + classroom day expenses

#### **Training includes**

Conference fee and accommodation are extra as VAT if it is applicable.

The Workshop consists of training, Workshop books, Platform Resource Guide, textbook, your own test, Rx profile, Instructors Guide, unplug card etc.

**Payment:** Must be paid before the Workshop



*Vi är så stolta!*  
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