



# CRITICAL SELLING®

PUBLIC WORKSHOPS

## The New Critical Selling® Skills: Raise Your Sales Potential to New Heights

Being a top-performing sales professional is not simply reserved for those gifted with natural skills and abilities, nor is it an easy designation to earn. At Janek, we believe that succeeding in sales requires understanding and performing core strategies and tactics — and adhering to a proven methodology that focuses on solving customers' problems and understanding where they are in the buying process.

Janek Performance Group's renowned and recently updated **Critical Selling® Skills** program is the result of a two-year long research effort in which we surveyed more than 1,700 sales & sales management professionals and identified how their customers' research, evaluate, and make purchasing decisions. The knowledge and data that was gained from this expansive research project was then incorporated into our proven **Critical Selling® Skills** program. In addition, we created **XFactor™**; a new learning design model which speeds up the knowledge transfer process and brings the application of skills learned in the classroom to the marketplace at a faster rate. This combination provides sales professionals with the skills, best practices and behaviors they need to have more effective dialogues, convert more sales opportunities and develop longer-lasting more profitable relationships with their customers.

Using real world examples to illustrate key sales rep training concepts, the **Critical Selling® Skills** program fosters the development of research-based skills imperative for success in today's competitive marketplace.

*“ I feel much more confident and prepared. This by far was the best sales training I have ever experienced. ”*

— VP Sales & Marketing  
Major Telecom Equipment Provider

### What Makes Janek Workshops More Effective?

- Smaller class sizes allowing for more interaction
- Workshop activities that put concepts into practice
- Take-away materials that support post training implementation of the skills
- Seasoned trainers with real-world sales and sales management experience
- Programs derived from research-based, proven sales methodologies

## Program Benefits & Outcomes

- Utilize a proven methodology to consistently plan for a successful outcome with each sales call
- Quickly create a warm and engaging connection with both new and existing customers at the onset of the interaction by communicating value
- Skillfully use the right mix of questions and active listening to promote a robust dialogue with customers to discover needs
- Present solutions in a way that resonates and aligns with what the customer values
- Recognize opportunities to close and demonstrate confidence in asking for the business
- Proactively explore objections, diffuse any customer emotions and restore balance to the sales interaction

## Live Online Sales Training

In addition to our workshops that are being held in 18 cities throughout the year, we also offer an instructor-led, live online sales training option. The same, award-winning program delivered through a live and interactive workshop that you can take from the comfort of your home or office.

## About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

**Ready to  
Get Started?**

Sign up for a Critical Selling® workshop near you. Visit [www.janek.com](http://www.janek.com) or call **800.979.0079** today.

## Target Audience

- Sales Professionals
- Sales Executives
- Sales Managers
- Sales Support Staff

## Workshop Length

- Public Workshops - 1 day
- Live Online Workshops - 2 days (two 4-hour sessions)

## Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

## Class Size

- Up to 15 participants

## Meals

- Continental breakfast and deli-style lunch are included (Public Workshops Only)

## Pricing

- Public Workshops: \$995 per person (special discounts for groups of 5 or more)
- Live Online Workshops: \$745 per person

## Program Locations

Atlanta, GA	Los Angeles, CA
Boston, MA	Miami, FL
Chicago, IL	New York, NY
Dallas, TX	Phoenix, AZ
Denver, CO	San Diego, CA
Detroit, MI	San Francisco, CA
Houston, TX	Tampa, FL
Las Vegas, NV	Washington, D.C.