



Legacy Professional Sales Mentoring Program

Business Consulting & Advisory Services

Legacy Associates, Inc.

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The Legacy Professional Sales Mentoring Program has been developed for all individuals who are new to the role of selling or for those people who wish to move into a selling career. The Legacy PSM Program connects you with a professional sales executive from Legacy Associates who facilitates the program and serves as a personal advisor/sales mentor as well.

The Legacy PSM Program covers the entire sales process from start to finish---from prospecting new business customers, to obtaining those priceless referrals or just acquiring valuable tips for your professional development. Your Legacy Sales Mentor discloses certain common business errors that should be avoided and recommends insightful business principles that insure effective closing techniques. You learn how to replace sales stigmas with customer satisfaction, customer trust, and even customer respect.

The Legacy PSM Mentoring Program is based on a blended learning approach. This blended learning approach is a combination of one-to-one interactive tele-mentoring sessions, alternative communication media, various business activity exercises, and instructional strategies. Rather than developing an instructor-paced learning style, Legacy's blended learning approach develops a self-paced learning style. This self-paced learning style alone leads to more effective learning and increased knowledge retention.

The Legacy PSM Program's one-to-one sessions are both educational and interactive. The educational exchange is a discussion of best sales practices and tactics that apply to your current issues(s) or concern(s). The interactive forum is an opportunity for you and your Legacy Mentor Sales to brainstorm new ideas and to discuss strategies as they relate to various aspects of your business and sales development.

Each one-to-one tele-mentoring session is supplemented with reference materials and information that is available in a variety of communication media formats: hard-copy documents, reports, and books; electronic documents and E-books; audio cassette tapes, or video CDs. This reference material and information pertains to different subjects within each of the program's key areas of concentration. The reference material and information not only reinforces the discussions between you and [your Legacy Sales Mentor](#), but they also complement your existing business reference library.

Activity exercises within the Legacy PSM Program are applied to actual, real-world, day-to-day functions within your business. The exercise of applying a newly learned skill or tactic to a day-to-day function helps to streamline processes. Over time, applying new skills and tactics improve sales efficiencies.

The Legacy PSM Program is comprised of twelve (12) personal interactive work sessions. Each one-to-one tele-mentoring session is supported and reinforced with e-learning materials and exercises. The program is standardized to provide uniformity, but flexible enough to be adjusted to the individual participant's needs and learning pace.

The Legacy PSM Program focuses on four important elements:

- **Selling as a Profession--** Importance of the sales function to the organization's success.
- **Preparation for Successful Selling--** Creating powerful sales presentations.
- **The Dynamics of Selling--** State-of-the-Art sell strategies, practices, and techniques.
- **Specific Selling Tactics--** Time management, networking, and consultative selling.

The Legacy PSM Program introduces professional selling skills and best business practices to aspiring sales people. The "sales picture" becomes more evident---it's all about growing customer business, growing revenue streams, and growing customer relationships.



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The PSM Program sessions introduce, explore and discuss:

- Analyzing the steps in the sales process to achieve the selling edge.
- Communicating to prospects and customers about products/services using the FAB process.
- Processing milestones for converting, prospects into leads, and leads into customers.
- Applying the interpersonal sales communication skills of listening, informing, and probing.
- Assessing customer needs through the application of effective questioning skills.
- Handling customer concerns and objections and assisting the customer in making a purchase.
- Applying effective closing techniques.
- Growing sales through a strong referral base of customers, friends, and associates.

If you long to achieve your dreams of success in sales, then the [Legacy Professional Sales Mentoring Program](#) is a must for your climb to the summit of the sales profession.

To Pre-Register your company for the Professional Sales Mentoring Program, please call 941-556-1299, email info@legacyai.com, or visit us at <http://www.legacyai.com>