

Welcome to Sales CHAMPions

“He who knows others is learned. He who knows himself is wise.” -Lao Tse

Membership Provides:

- Up to 10 hours of classroom training per month
 - Staggered, incremental training
 - Workshops / exercises / private mentoring
 - Complete set of workbooks
 - Personal sales assessment
 - Biz Bits: A monthly newsletter

Upon successful completion, graduates will receive designation as a
Certified Sales Associate

Please feel free to contact us as needed:

Hahn Training
6090 Gott Creek Trail
East Amherst, NY 14051
716-432-5741 *Don's cell*
dhahn@champtainer.com *Don's email*

Congratulations, you've made an important decision to invest in your greatest asset... yourself. Those at the top of their field realize that one needs reinforcement of basic skills, and techniques, but more importantly recognize the importance of conducting effective planning and establishing good habits. Sales CHAMPions is often times a life altering experience. Realize that you will get the most out of the program by dedicating yourself to personal and professional growth and change.

We will introduce you to proven tools, techniques and behaviors that will improve your sales performance, personal relations and get you to revisit your paradigms. In order to maximize your investment however, please dedicate yourself to the time and energy required to create lasting change. The age old adage, "you only get out of it what you put into it" was never more applicable. I'm dedicated to supporting you every way possible.

Here are a few tips on how to gain the most from our time together:

- Make the emotional commitment that you will need to modify behavior
- Apply what you learn immediately or you will lose it
- Have clear objectives of what you wish to achieve up front
- Stretch beyond your comfort zone
- Contact me as needed for coaching/strategy issues

I look forward to many successes for you and your business through our engagement period and beyond.

Towards greater sales success,



Donald J. Hahn CFCC, CPVA, CPBA. CPTA
Chief Learning Officer

Class Details:

It is important that you are committed to be at every class for ten consecutive weeks! You are only allowed to miss 2 classes in order to graduate.

***Sales CHAMPions meets every Friday morning from 8:30am - 10:30am at the construction exchange training facility:**

**Conex Buffalo
2660 William Street
Cheektowaga NY 14227**

Please mark your calendar accordingly and advise us if you will be unable to attend a class 1 week in advance via email or phone (contact Don at 716-432-5741 or dhahn@champtrainer.com).

**Please note that there are occasional modifications to this schedule.*

4 Class Rules:

- Please be prompt, as tardiness is frowned upon.
- Cell phones and pagers must be OFF or in vibrate mode only
- Review the class materials prior to class and bring the appropriate workbook
- Keep a journal

What You Can Expect

The workshops take Sales CHAMPions members through a structured learning process allowing them to learn and apply that Knowledge at their own pace. Sales CHAMPions members learn the fundamentals of selling in the workshops. As they are introduced to the strategies, approaches and behaviors of the selling system, they become fully aware of the reasons behind the roadblocks they have been facing.

Sales CHAMPions members role-play through scenarios to not only contribute toward greater understanding, but to help them build the belief, courage and confidence necessary to apply strategies in real-world situations.

Problem Solving sessions provide a safe environment in which Sales CHAMPions members can debrief a sales call that may not have gone as planned and learn what to do the next time a participant faces a similar situation. (They can also debrief a call that went well to reinforce the positive behavior and result.) They can plan the strategy for an upcoming call and, through role-play, discussion and peer reinforcement, hone their skills and build their confidence.

Sales CHAMPions topics are not limited only to selling strategies and tactics, but also include the *behaviors* and *attitudes* necessary to reach the highest levels of success, both personally and professionally. Sales CHAMPions members set specific goals and then are guided through a step-by-step process to reach those goals as they build their skills, courage and confidence. Learning how to take risks, make better decisions, stay motivated and act assertively (without being “pushy”) are just some of the achievements of Sales CHAMPions members.

Sales CHAMPions provides an ongoing program of training, support and reinforcement to help members develop and refine their skills in the areas of sales and sales management, human relations/communications, goals setting and implementation, time and territory management, risk taking and decision making.

Seminars and workshops are sessions where strategies, approaches and techniques are presented, developed, practiced and mastered. The focus of these sessions is to help Sales CHAMPions members develop an attitude of possibility where self-limiting perceptions or beliefs now exist; to help them develop specific goals and a plan for accomplishment; and finally, to help them develop or refine the skills required to carry out the plan of action.

Reinforcement and problem solving sessions help Sales CHAMPions members “massage” the strategies and techniques to fit their selling environment and their personality in real-world situations.

One-on-one coaching helps members develop goals, establish benchmarks and measure progress. For the first three to six months, we meet with new Sales CHAMPions members individually to help them develop goals and define the specific activities required, track activities and results, deal with roadblocks and head off problems. Subsequently, one-on-one meetings are scheduled as needed.

Training curriculum The 10 powerful workshops...

Systematic Selling

Discover the power of a learned and comprehensive selling system and overlay it on your current sales approach.

Bonding and Building Rapport with Prospects plus The Platinum Rule of Selling

Using DiSC methodologies and NLP techniques, apply specific technologies to the art of establishing an emotional bond and positive rapport with prospects. People buy from people with whom they bond, people Bond with people who communicate with them in an effective manner. Learn techniques to build trust and grow your business

Making Up-Front Contracts with Prospects

Take control of the sales process by applying this powerful technique to every step of the sale

Questioning Techniques

Through effective questioning techniques such as the “Dummy Curve,” learn to vastly improve your information gathering ability and to exert greater influence over your sales prospects.

Qualifying the opportunity:

PAIN Learn the high-powered qualification/questioning processes needed to probe for true buyer motivations.

Money issues Uncover the budgetary constraints that underlie every sales situation.

Identifying the Prospects Decision Making Process You need to know precisely how your prospect’s organization makes its decisions, and insure that you are dealing with the REAL Buyer.

Closing the Sale

Learn to consistently close, by applying a strong set of steps to each part of every sales encounter

Contact Management

Build a powerful value proposition and scripting to get past the gate keeper and confidently achieve your objective: Get more appointments.

Comfort Zone & Managing your KASH Account

How does your self image impact your behaviors. We reexamine DiSC to uncover deep seated behaviors and discover ways to expand our comfort zone. Sales success is based on 4 key attributes; Knowledge, Attitude, Skills and Habits. We will explore the interaction between each and create more positive behaviors.

Setting Goals & Creating a Prospecting Plan

Only 3% of the US population has written goals, Those that do have written goals out-earn their counterparts by a margin of 10-1. Join the minority and learn how goal setting and time management will take you to the top. You will create a specific sales and marketing plan tailored to your market

Strategic and tactical Planning

Reverse engineer your goals to create tangible activity metrics which keep you on task, Create Dashboards and scorecards to hold yourself to a greater level of accountability.



All Things Sales...

Congratulations to the current Graduates of our most recent 10 week sales training program! Each graduate has received their certification as a *CERTIFIED SALES ASSOCIATE*, attesting to mastery of a powerful set of tools and processes and a commitment to their profession.

**The class has attained a 98.5% satisfaction rating!
Here is what the current graduates are saying:**

“As a relatively new sales person, this course taught me techniques and tactics that will serve me well throughout my career.”

“Don is an excellent trainer, keeps the class engaged and interested”

“The training provided an excellent understanding of the sales process with tangible and measureable takeaways.”

“ The training was very specific to my daily function. Well worth the money. The Program is laid out in very good order.”

“I loved the class participation and best practices. Don is very knowledgeable and engaging”

“An absolute must for anyone in sales!”

[I'd like more information](#)

2017 class schedule

Spring Semester

Completed

Summer semester

May 19th
May 26th
June 2nd
June 9th
June 16th
June 23rd
June 30th
July 7th
July 14th
July 21st

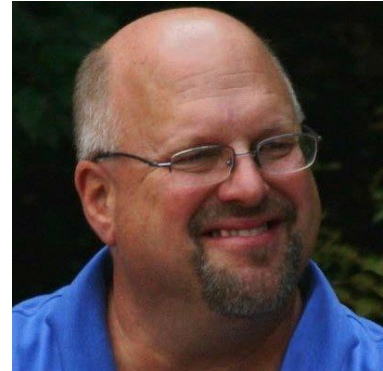
Fall Semester

Sept 8th
Sept 15th
Sept 22nd
Sept 29th
Oct 6th
Oct 13th
Oct 20th
Oct 27th
Nov 3rd
Nov 17th

[I'd like more information](#)

About Don Hahn

Donald J. Hahn, President of Hahn Sales Training has enjoyed a successful 24 year sales and sales management career. As a sales performer working for fortune 500 companies, Don consistently ranked in the top 5% of all sales performers nationwide. As an accomplished sales executive and leader he has delivered marketing, training, recruiting and CRM solutions to sales teams of up to 800. Don is the author and owner of a reliable interviewing tool entitled H.I.R.E which improves sales candidate selection. A Certified Franklin Covey Coach, Past President of the Buffalo Niagara Sales & Marketing Executives, member of the American Society for Training & Development and the International Coaching Federation, Don guarantees results to his clients throughout the Greater Niagara Region. Numerous fortune 1000 companies have benefited from his unique sales insights and trainings over the years.



Through the deployment of scaleable standards, combined with ongoing reinforcement training and coaching, **Hahn Training** has been responsible for delivering the following to teams of up to 800 sales and marketing professionals:

- Increased profitability
- Maximum market penetration
- Improved customer satisfaction
- Increased sales performance

Key areas of strength include:

- Sales and Sales Management training
- Sales Performance Management
- Interviewing, Hiring, and On-Boarding
- Sales Professionals
- Executive and Sales Coaching
- Sales Skills Assessment and Performance Improvement Plans

More on Don Hahn:

Mr. Hahn has earned a Bachelor of Science Degree in Business Administration from the State University of New York at Buffalo. He is President of the BNSME, a certified Franklin Covey Coach and member of the International Coaching Federation. He resides in East Amherst, New York with Deborah, his wife of twenty-six years and their two children.

Professional affiliations:

- Franklin Covey Certified Coach
- Amherst Chamber of Commerce
- InfoTech Niagara
- World Trade Center Buffalo Niagara
- International Coaching Federation
- Buffalo Niagara Sales & Mktg Executives
- American Society for Training & Development

Hobbies: Golf, Gardening, Skiing, Reading
Favorite Movie: Casablanca

Favorite Book: *The Partner* by John Grisham
Favorite Restaurant: Russell's