



Sales Coach INTERNATIONAL

Coaching Companies to Greater Sales & Profits



Thank you for your interest in having Gerry Layo address your group at your upcoming event. Below, please find a brief questionnaire, the answers to which will help us better prepare to meet your specific needs and those needs of your attendees. Please take a few moments to fill this questionnaire out as best as possible and return it to Sales Coach International via email (rochelle@gerrylayo.com) or fax to 916-392-2421.

Company Name: _____

Your Name: _____ Title: _____

Date of event: _____ Type of event: _____

Who will be in attendance at this event?

- Salespeople
- Sale Management
- Sales Support
- Customer Service
- Administrative
- Upper Management
- Customers
- Other _____

Approximate size of audience: _____

What are some of the main areas that you would like to see addressed:

Sales Fundamentals

- Prospecting
- Target and Personal Marketing
- Relationship Selling
- Value-Add Selling
- Creating Differentiation
- Sales Process
- Communication
- Presentation Techniques
- Closing Techniques
- E-Mail Skills for the Sales Pro
- Voice Mail Skills



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- Telephone Skills
- Proposal/Bid Writing Skills
- Addressing/Overcoming Objections
- Question Asking Skills
- Listening Skills
- Price Negotiation
- Pre-Planning Techniques
- Time Management Skills
- Goal Setting Techniques
- Getting Through the Gatekeeper/Voice Mail Tactics
- Closing Strategies
- Beating Call Reluctance
- Networking Skills
- Professional Development
- Other _____

Foundational/Motivational

- Attitude Enhancement
- Accountability & Responsibility
- Commitment to Excellence
- Work Ethic
- Desire
- Drive/Extra Mile
- Confidence
- Focus
- Other _____

If we could *wave a magic wand* and have your people walk away from this session with one main message, tool, strategy, ideal, or paradigm shift, give us a short description of what that would be?



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Do you have a **THEME** for the meeting that you would like Gerry to build into his session in order to create stronger *buy-in* from the attendees? If so, what is that **THEME**?

If you do not have a **THEME** for your event, would you like Sales Coach International to assist you in the development of one? _____

What types of speakers/trainers have you exposed your people to in the past at events such as this?

Would you please name the three greatest strengths (in your opinion) that your group currently possesses?

1. _____

2. _____

3. _____

Would you please name the three greatest weaknesses (in your opinion) that your group currently possesses?

1. _____

2. _____

3. _____



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Name three of your member companies' largest competitors:

1. _____

2. _____

3. _____

What, if anything make your members *stand out* from the competition in the marketplace? What are their PPODs (Positive Perceptions of Difference?)

What is the overall purpose of this event?

- Education** _____
- Inspiration** _____
- Motivation** _____
- Skill Enhancement** _____
- New Tactic Introduction** _____
- Set a New Pace** _____
- Show That We Care** _____
- Client Appreciation** _____
- Trade Show** _____
- We've Always Done This** _____
- I'm Not Quite Sure** _____

What other events will be occurring in conjunction with this event?

- Teambuilding Exercises** _____
- Golf Tournament** _____
- Management Session** _____
- One on One Sessions** _____
- Goal Setting Exercises** _____
- Progress Reviews** _____
- Client Appreciation Events** _____



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Could Sales Coach International assist you in any of these other events? Would you like to have Gerry Layo involved in any of these?

Who, in addition to you, should we be addressing these communications to?

What is the best way to communicate with you for this and other events?

What questions have we not asked that we should be asking?
