

**Frank Furness**  
Walking with Tigers

***After intensive research with over 400 top salespeople in 20 Countries around the World, the secrets of their success are now revealed. These include beliefs, character traits and working habits. Taking these into account, Frank reveals the success plan for salespeople to be more effective & join the ranks of the 'greats' and gain, train and maintain a winning sales team.***

### **Objectives**

**This workshop equips participants with practical tools and techniques to enable them to:-**

- Understand the traits of top sales performers
- Discover what attracts them to join winning teams
- Develop the ability to attract top performing sales consultants
- Understand the three sales forces that drive sales for every company
- Understand the goals and motivators of each salesperson
- Embrace technology

### **Content:**

- The power of focus & belief
- The importance of goal setting
- Really understanding what motivates each sales person
- Creativity in prospecting
- Knowledge & skills
- The value proposition
- Seeing things from your client's view
- Reputation, honesty & exceptional service
- Simple tools that drive sales
- How to use technology and the internet to drive sales
- Simple software and tools that can increase sales

### **By the end of the session, participants will:**

- Understand what attracts top sales performers
- Have a deeper understanding of how the three sales forces work in tandem to produce results
- Have the success plan to improve the effectiveness of their existing sales force

### **Approach**

An engaging blend of demonstrations, case study presentations – stories, and practical hands-on application for the groups. Participants will leave using new tools.

### **Take Away**

Each delegate will be given an interactive CD that will include a PDF of the presentation as well as videos, audio, PDF and links to increase sales and productivity.

### **Biography**

Frank Furness CSP is a London based motivator, trainer, consultant and professional speaker. He is known for his energetic, humorous and inspirational presentations filled with personal stories and anecdotes. He has been a guest on many radio and TV talkback shows speaking on sales, goal setting, motivation and positive mental attitude. In August 2001 he was the only non American listed in the USA 'Meetings & Conventions' magazine as being one of the ten most sought after speakers on the professional speaking circuit.

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During the last soccer world cup he was interviewed by Bloomberg TV on 'what motivates top sports people' and this was shown five times in eighty six countries. Frank is the past president of the Professional Speakers Association of Europe and is a Certified Speaking Professional (CSP). He currently spends seventy percent of his time speaking internationally, working in forty eight countries.

Frank is the author of two bestselling books – '**Walking with Tigers** – success secrets of the Worlds' top Business leaders' and '**How to Find New Business and Clients**'

**A/V requirements: LCD projector, screen, flipchart & marker pens.**