



subconscious
training
corporation



OBJECTIVE
MANAGEMENT
GROUP, INC.

Dave Kurlan's

Content Provider: Dave Kurlan
Subconscious Trainer / Voice Talent: Tisha Hallett

Objective Management Group
182 Turnpike Road, Suite 209
Westboro, MA 01581
www.objectivemanagement.com
1-800-221-6337



“I really appreciate that for the first time I don't have to “Work Hard” to achieve my new levels of success. SalesMind Software is now mandatory in my company.”

Bob Knowles, President, Technology Recycling



subconscious
training
corporation



OBJECTIVE
MANAGEMENT
GROUP, INC.

About Dave Kurlan

Dave Kurlan is a principal of the Objective Management Group, a sales management-consulting firm headquartered in Massachusetts. He possesses nearly 30 years of experience in all facets of sales training, sales management and consulting, and his client list reads like a who's who in American business.

A regularly featured conference attraction, Dave has been a top rated speaker at Inc. Magazine's Conference on Growing the Company since 1991 and the Sales & Marketing Management Conference since 1996. Nationally known for his groundbreaking work in evaluating sales people, he is the developer of The Dave Kurlan Sales Force Profile. He is the co-developer of sales



development software that helps Sales Managers coach their salespeople and measure their growth.

Dave has been featured in Inc. Magazine, Incentive Magazine and Sales & Marketing Management Magazine. He was a regular monthly contributor for the Electrical Distributor Magazine and has been a guest on several radio and television shows. Dave has authored the popular book, *Mindless Selling*, as well as the sales manual, *Orchestrating The Sale*, a sales management manual, *The Corporate Recruiting System for Sales Candidates*, and a unique audio cassette sales training library, *Unreal Sales Calls*. He can be seen on Inc. Magazine's video, *How to Increase Sales and Profits by 1000%*.

SalesMind Sessions

Overcoming the Need for Approval

If you're unable to ask your prospects the tough questions, thinking you'll upset them; this session will turn you from timid to tiger.

Overcoming Call Reluctance You can't prospect effectively if you can't get yourself to make the calls! This session will keep your telephone humming.

Overcoming the Difficulty Recovering from Rejection Is rejection wiping you out? Has constantly hearing "no" got you frozen in your own self-pity? Get back on the winning track immediately with this session.

Becoming Goal Oriented Being clear with your goals means being clear with the direction of your success. Get out of the "just enough" syndrome and raise the bar!

Developing A Closing Instinct It takes guts to close the sale. Your prospect will not just say, "I'm ready to buy". The best closers have the instinct for when and how to close. Now you can have it too.

Overcoming Low Self-Esteem Poor sales performance can often be linked to low self-esteem. While it's not realistic to feel enthusiastic ALL the time, it's a

problem if you aren't feeling that way MOST of the time. Reclaim your value as an achiever!

Overcoming Excuse Making "Prospects just aren't buying in this economy." "There's too much competition out there." The problem is probably you. Stop blaming and start producing!

Increasing Money Tolerance Top salespeople will tell you that thinking big is the key to earning big. Get your mind used to thinking in terms of big dollars and the big dollars will be yours.

Overcoming Discomfort Talking About Money Money is seldom the problem in getting the prospect to buy. So why is it a problem with you? Get over it and get on with it!

Learning to Control Emotions Being cool, calm, and collected is sometimes all you need to gain the prospect's trust. Staying "in the moment" is the key. With this session, you'll respond, not react.

SalesMind
software