

Group Mission:

Provide collaborative environment for shared learning of best practices in sales efficiency, effectiveness, and management.

2013/14 Theme: Proactive Selling

The difference between star and average performers comes down to posture: stars dictate their results; while average performers let their results happen to them: proactive versus reactive. This year we will focus on the positive things salespeople and their managers can do to take control of their sales results.

This year's meeting topics will focus on one key theme: what are the game changing actions we can take to transform our sales results this year.

This Month's Topic:

Book Review: Lessons from "The Challenger Sale"

"The Challenge Sale: Taking Control of the Customer Conversation" is among the top 25 best sellers in the sales category on Amazon. It brings a fresh perspective to the habits of successful sales people in good times and bad. There are five categories of salesperson that we will review, and then we can explore their recommendations on how to use the habits of the best performing category.

September Date:

Wednesday, September 18, 2013

Program Structure:

- 7:30 a.m. Participant Introductions
- 7:40 a.m. Topic Presentation
- 8:30 a.m. Q & A or Topics from the Floor

September Location:

The Simpson Tower, 401 Bay Street, 25th floor
Toronto, ON

Schedule:

Topic	Month
Book Review: Lessons from "The Challenger Sale"	Sep
How to Build a Sales Strategy	Oct
Ecosystem Mapping: How to Build a Line Drawing to Success in an Account	Nov
(No Meeting)	Dec
Book Review: Lessons from "To Sell is Human"	Jan
Hire or Build: What works best when creating a Winning Sales Team	Feb
What to do to become a Great Salesperson	Mar
Book Review: Lessons from "Whale Hunting: How to Land Big Sales"	Apr
How to Become a Presentation Genius	May
Prospecting: How to Build a System that Works	Jun