

Sales Academy is a two-day session designed for sales professionals in your financial institution who wish to grow their ability and confidence in initiating new sales relationships.

The Haberfeld Sales Academy will equip your sales professionals to grow their business. They will leave the academy with strategies for success and tools to evaluate client needs. Most importantly, they will have a clear, workable plan and process to initiate new sales relationships and grow their portfolio.

The entire focus of this two-day event is intentional sales creation as a mortgage loan originator, commercial lender, business development officer, or any other business creating role in your financial institution. It's ideal for anyone who wants to grow their business; from the new sales professional who needs direction in getting started, to the seasoned sales professional who spends more time serving current clients than seeking out new relationships.

Registration Information

(class size limited to first 36 registrants)

To Register: Please email Rachael Houghton at rhougton@haberfeld.com and include the following information: number of slots; attendees' names, titles and email addresses; and billing info.

Early Bird Savings: Registrations received before September 1st \$1,995

Regular Pricing: Registrations received after September 1st \$2,495

The registration fee covers everything but travel to the event.
Discounts offered for financial institutions sending multiple attendees.

Haberfeld Will Provide:

- Two nights lodging at the new Capitol District Marriott hotel in Omaha
- Opening reception Tuesday evening
- Dinner at a great local restaurant on Wednesday night
- All training materials
- DiSC Sales profile assessment
- Breakfast on Wednesday and Thursday as well as lunch on Wednesday

Sales Academy is built around the following three training modules:

The Salesperson growing in the areas of:

- Motivation
- Influence
- Perseverance

The Customer using the DiSC Sales™ model to:

- Identify sales styles
- Identify buying styles
- Relate more effectively

The Sales Process learning the four stage Service-Oriented Selling Method of:

- Preparation
- Initiation
- Exploration
- Consummation

