

Workshop Preparation Kit

for the Workshop

“Reading People Beneath the Surface: The Unfair Advantage of Decision Engineers”

A Workshop Facilitated by
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Recommended Timeline For the Workshop

12 Weeks or More Before Your Workshop

Schedule and book the workshop with Lodestar. (12 weeks is the suggested minimum time to have a reasonable chance of getting the dates you want. On some occasions, it may be possible to book a workshop on a shorter time frame than this, but the earlier you contact Lodestar, the better are your chances of getting the date(s) you want.)

8 Weeks Prior to the Workshop

- Notify your territory managers (TMs) of the coming workshop (if you have not already done so).
- e-Mail out the invitation memo (a sample is included in this kit).
- If you need to order audio-visual equipment, schedule it now. If you have it on hand, skip this step. Equipment needed: computer projector (VGA, SVGA, or SVGA) and screen; flip chart with 1 full pad of paper.
- If you decide to hold the workshop off-site, make arrangements for a meeting location. If you go off-site, remember to make arrangements for lunch or dinner (depending on when you decide to start your workshop) and early and late refreshment breaks.

2 Weeks Prior to the Workshop

- Remind your TMs of the coming workshop.
- (Optional: e-Mail the confirmation notice to all who will be attending. See the sample in this kit.)

1 Week Prior to the Workshop

- Print any materials from the master material sent to you by Lodestar (if applicable).

1 Day Before the Workshop

- Make sure the room is set up per the attached room set-up diagram.
- Make sure the audio-visual equipment and flip chart are set up and ready to go.
- Make sure the lunch is set.
- Make sure the breaks are set up. You should have coffee/tea on hand when your guests arrive; donuts and fruit are optional. Plan on a mid-morning break (around 10:00 am; refresh the coffee; add soft drinks) and an afternoon break (around 2:30 pm; soft drinks).
- Designate a representative from your distributorship to be present to start the meeting with welcoming comments, etc. (This person is not required to stay beyond the kick-off speech.)

Day of the Workshop

- Make sure your welcomer will be present and has appropriate welcoming comments ready.
- One hour before the meeting starts, make sure the opening refreshments are out and ready and that the caterer is on schedule for the first and second breaks and meal.

1 Week After the Workshop

- You will be receiving the invoice from Lodestar for your workshop.

Workshop Description

One and a half amazing days of activities and discussion geared towards helping field sales reps become more efficient and effective at communicating with their contractors, their peers, their families, and other acquaintances by learning and mastering non-verbal communication.

Who would best benefit by participating:

Field sales representatives (“territory managers”, “account managers”, “sales reps”, etc.) of all experience levels and market foci (residential or commercial); sales management personnel; TMs should bring a list of their accounts and the last three years of sales history by account

Deliverables:

Manual (100 pages), CD (Word and Excel files and templates)

What the Participants will do:

- ★ Develop the skills of reading people “beneath the surface”, including eye access cues and language patterns analysis
- ★ Learn what a “decision engineer” is
- ★ Analyze other people for their sensory channel preferences and communicate in those channels
- ★ Decode other people’s decision making strategies and convince each other of a desired action using those strategies
- ★ Use language more powerfully to influence another person
- ★ Enhance a person’s state and anchor it to the sales rep
- ★ Use ambiguities to enlarge a person’s model of the world
- ★ Take a detailed profile instrument and analyze its results

Workshop Objectives

1. Describe how the traditional sales model (Strong/Edwards) falls short in the area of large-scale purchases.
2. Using only conversation and observation, determine a person's preferred sensory channel in only two minutes.
3. Use questions and observation to decode a person's decision strategy and adapt your sales message to that strategy.
4. Using a KWIK Profile, decode two people who you do not know.
5. Anchor a positive mental state a customer may have toward you to yourself.
6. Demonstrate how to use these powerful skills to overcome objections (in the rare event they should arise).

Workshop Logistics

TMs should bring the following:

- ★ Laptop computer (with Excel 2000 or later)
- ★ Notebook or note paper
- ★ Pens or pencils

Lodestar will provide the following:

- ★ Sign-in sheet
- ★ Name tent cards
- ★ CD-ROM for each TM and sales manager in attendance

Distributor should provide the following:

- ★ Workbook printed from the Adobe PDF file sent to them by Lodestar (100 pages; can be put into a 1/2 -inch 3-ring binder)

How To Sell It To Your TMs

Lodestar believes strongly in (and teaches) the use of SPIN[®] questions. Therefore, we recommend that this workshop be sold using a series of SPIN[®] questions. The following are offered as possible question sets to use. Feel free to use them or create your own.

Situation

How do you think do you overall with communicating with other people?

Problem

Are there people you find it especially difficult to communicate with?

Implication

If those difficult people are also potentially terrific customers, how do you think you'll ever get the lion's share of their business if you have a hard time communicating with them?

Needs Pay-off

Suppose for a moment you could solve a lot of those communication problems with such customers. What might that do for your sales results?

Workshop Cost Estimating Sheet

Item	Quantity	Cost Ea	Net Cost		
Facilitation Fee (get quote from Lodestar)	1	\$5,500	\$5,500		
Travel expenses (estimated)	1	\$1,000	\$1,000		
Workbooks		\$	\$		
Arrival refreshments		\$	\$		
First break		\$	\$		
Meal		\$	\$		
Second break		\$	\$		
Audio-visual: VGA projector/screen	1	\$	\$		
Audio-visual: flip chart/pad	1	\$	\$		
Room rental	1	\$	\$		
Trinkets you may wish to give away		\$	\$		
Other:		\$	\$		
Total workshop costs					\$
Less Manufacturer Co-op approved					-\$
Total expected attendance					
Cost per attendee				\$	

Sample Invitation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

I have heard of a story of a warship at sea on a stormy night. It was cruising along at 20 knots when it saw a light on the horizon. Supposing it to be another ship, the warship flashed a light beacon: "Turn to starboard 40 degrees."

The semaphore reply came back, "No, YOU turn to starboard 40 degrees."

The warship flashed back, "Repeat, turn to starboard 40 degrees, NOW." The lights were now just a few miles apart.

The reply: "Repeat, NO. YOU TURN TO STARBOARD 40 DEGREES IMMEDIATELY."

Losing his cool, the captain of the ship sent back, "This is the frigate USS *Ticonderoga*. I order to you turn immediately."

The reply came back, "This is the Bar Harbor Lighthouse. I suggest you turn or you will hit the rocks a mile off your bow."

Ever felt like that in a conversation with a dealer or someone with whom you are close? Sometimes we get into communication messes because we don't understand each other's frame of reference. Not only can this be confusing—it can be frustrating, even destructive!

We are going to give you an excellent chance to improve your communication skills in a few weeks. We have hired a company called Lodestar Consulting to come to our place and conduct a one and a half day workshop that can help us avoid the rocks and sail more smoothly. Your attendance at this workshop is not only requested—it is required, because we believe very strongly that a team that communicates better is a more productive team, and we *all* reap the rewards of that!

Mark your calendars for [date]. To be ready for this workshop, you will need to bring a pen or pencil and some note paper. Your laptop is optional (you can use it to do a personality assessment faster than the paper and pencil one in the workbook).

I am looking forward to this time and I think you will appreciate the fact you participated too.

[Signed by sales manager or other appropriate executive]

Sample Confirmation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

Good day, sales team!

Just a reminder that you are confirmed to attend our upcoming workshop, “Reading People Beneath the Surface: The Unfair Advantage of Decision Engineers”, conducted by Lodestar Consulting, on [date] at [location].

Be sure you bring a pen or pencil and some note paper. You may also want to bring your laptop to help you do a personality assessment.

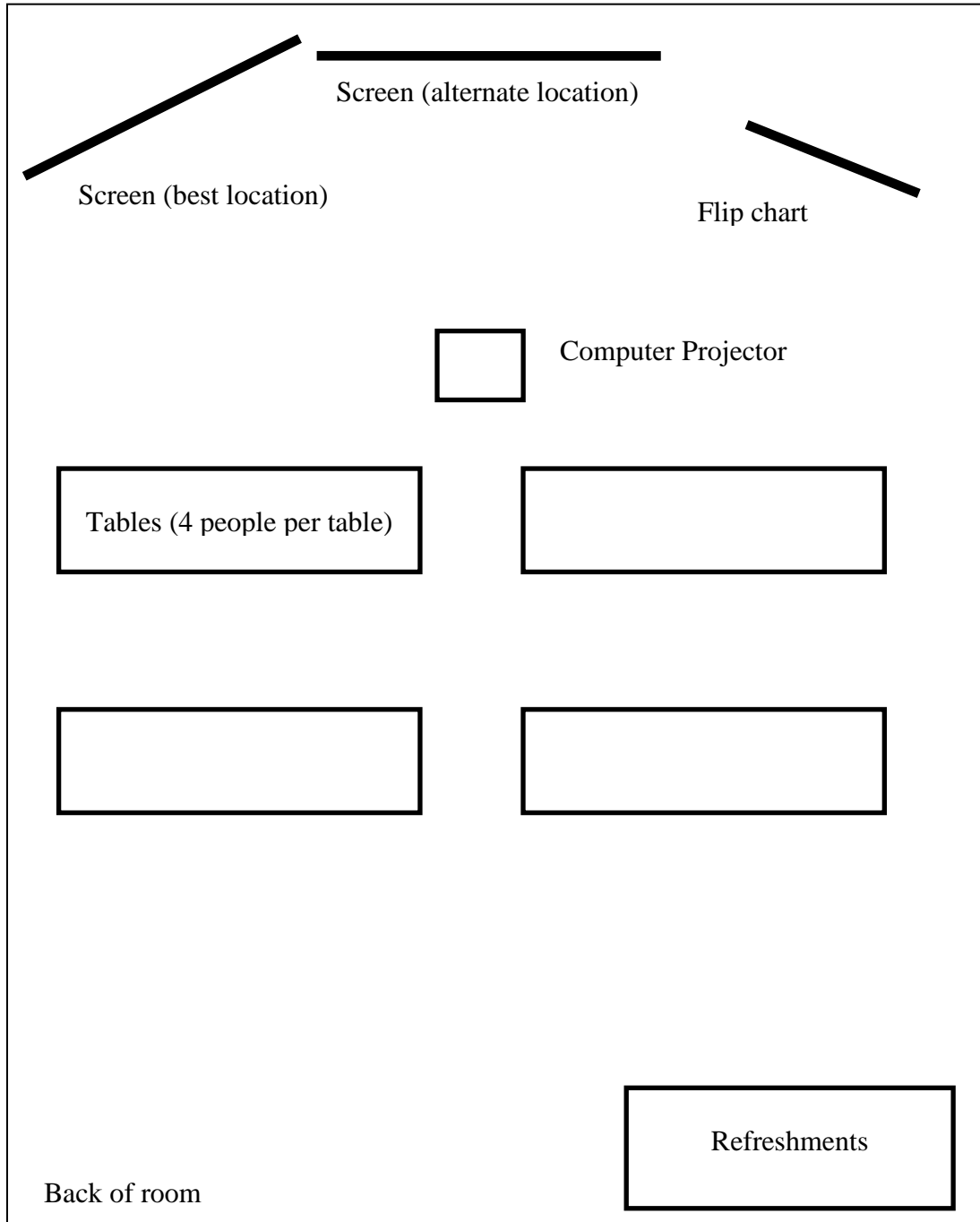
The meeting starts at 8:00 am sharp! We’ll have coffee and rolls ready for you.

See you on the [date].

[Sales manager or other appropriate executive signature]

Requested Room Layout

As much as possible, try to have the workshop room arranged along the following scheme:



If you will be using computers, please be sure to have adequate power arrangements set up.