Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here’s why that’s an excellent idea.

**AMA Seminars offer your employee:**

- **Extensive practice in a supportive environment.** You really can’t learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.

- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What’s more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.

- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.

- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we’re not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can’t spare your employee for a training session? Take a look at our live online courses which minimize time away from work.

Either way, remember that we don’t lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit www.amanet.org/2607
FranklinCovey Comprehensive Sales Performance Workshop

Apply this unique client-focused sales system to improve your competitive edge.

Based on the proven principles found in The 7 Habits of Highly Effective People®.

This three-part sales course from FranklinCovey is based on the simple philosophy that the more you focus on helping your sales clients succeed, the more successful you will be. Explore the prospecting, qualifying and closing processes of sales transactions in the context of this idea. Learn to become a trusted advisor to clients and create win-win outcomes that benefit both you and the customer. Ensure thorough on-the-job application of the skills you learn with a 12-week implementation playbook for each of the three course sections. Attend this principle-based sales seminar to not only increase sales but to differentiate yourself and your company from the competition.

How You Will Benefit

- Know how to create trust, understanding and confidence with your clients
- “Get real” and break down the adversarial relationship that inhibits the buying/selling process
- Craft solutions that exactly meet the client’s desired results and buying criteria
- Enable an effective decision-making process so clients can make the best decisions
- Negotiate win-win scenarios that create and claim more value for both sides

What You Will Cover

Lesson 1: Filling Your Pipeline

- Exploring a simple, systematic approach to prospecting that can produce significant, measurable results

Lesson 2: Qualifying Opportunities

- Breaking down dysfunctions in the selling/buying process to get trustworthy communication and disciplined business thinking

Lesson 3: Closing the Sale

- Increasing your win rates by being prepared to help clients make good decisions
Who Should Attend
All sales professionals and sales teams who want to utilize a principle-based, proven sales strategy to maximize their results and help ensure continued success with a 12-week implementation playbook.

Special Feature

**EXTRAS:** For each of the three parts of this course, you’ll receive a participant kit consisting of a guidebook and 12-week implementation playbook. Also included: a USB flash drive with implementation videos and tools, call plan pad, quick reference cards, learnings journal, closing book and more.

Based on the proven principles found in The 7 Habits of Highly Effective People® Signature Edition 4.0

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