

The Exceptional Search Consultant

Mastering Sales Effectiveness

Where and When Is It?

West Palm Beach, FL: January 30 – February 1, 2011

Program Overview

In today's competitive, complex, and rapidly changing environment, it is imperative for every search consultant to be highly effective in generating revenue. Simply working harder does not bring greater success. It's about making a strong initial impression, analyzing needs, problem solving, closing the sale and maintaining the relationship. In addition, how the negotiation is handled is key to determining if you get the assignment and how profitable it will be.

The program has been designed to foster a highly participative environment with exercises that reinforce all aspects of the program content.

Topics Covered

- Becoming a niche specialist and understanding your competition
- Properly qualifying your clients' needs
- Creating a high-impact sales dialogue that differentiates you from your competition
- Understanding your clients' sales cycles
- Dealing with initial client resistance
- Understanding why clients want to negotiate
- Differing pricing strategies and the importance it has on your positioning within the marketplace
- Identifying tactics your clients use and how to counteract them
- Conducting Effective Sales Presentations – Video Taped Exercises

Who should attend?

Revenue-generating retained executive search consultants who have been in the business for at least three years.

Program Benefits and Features

This program focuses on understanding the sales cycle and how clients really make their buying decision, as well as the fundamental principles of business that every search consultant must know. We also discuss how to develop a more structured sales and negotiation approach and enable each participant to quickly master the skills, techniques and approaches that will enhance sales performance and ultimately increase revenue.

And, you will walk away with valuable best practices related to Personal Branding and The Art and Science of Search.

Other program features include:

- Personal interaction and networking with peers and search industry leaders
- Additional 2-day offerings available

Program Cost

- US \$3,595 for early registrations by Dec. 17, 2010
- US \$3,895 for registrations after Dec. 17, 2010

Keynote Speaker

TBD

The Constituent SurveySM

An optional add-on to the program is The Constituent SurveySM. This is a proprietary tool that provides you with confidential feedback reflecting the perceptions of a broad array of people who are directly related to your success in executive search. Working with a certified professional coach, you will learn how the feedback highlights your strengths and identifies areas where you can take action to enhance your professional reputation.

When purchased separately, The Constituent Survey is US \$1,995. When bundled with this program, you pay only US \$1,495.

Program Cost with The Constituent SurveySM

- US \$5,090 for early registrations by Dec. 17, 2010
- US \$5,390 for registrations after Dec. 17, 2010

How To Register

- Email us at canaan.ridge@canaanridge.com
- Or, call us at +1 (203) 972-3334
- US \$1,000 non-refundable deposit due upon registration
- Remaining balance due by January 7, 2011