



The Working Smarter & More Successfully Series

Helping you make progress on the road to success!

Wholesaler Training

The role of a wholesaler in today's environment is as different as technology is today compared to the 1980s. So much has changed! Veteran wholesalers may still bring in the business because of the strong relationships they have developed over the years, but those who have less than five years experience and those who are not reaching their goals, must understand what has changed and how to be unique, memorable and productive. Similarities don't sell, differences do! This training (half-day or full-day) is packed with ways your wholesalers can differentiate themselves from the pack!

There are a number of options available to choose from to make this training specifically tailored for your team. The menu includes but is not limited to:

- Consultative Selling
- Getting beyond the "No, I don't meet with wholesalers" comment.
- Listening Skills...yes, really...Listening does take skill and focus!
- Five Successful follow-up methods
- Why and how to create a Client Profile.
- How to be "memorable"
- What is YOUR brand?
- Why to avoid the "SoWhaddyaGot?" trap.
- Working your top 20% more effectively.
- How to manage your territory successfully.
- 10 BIGGEST mistakes wholesalers make!
- Working Smarter, more successfully and fewer hours.
- Why wholesaling is one of the greatest career paths in the USA.
- The power of a personal biography page.
- You are a professional, not a checkbook!
- Are you looking for business "partners" or a new buddy?
- The art of saying "No" and still getting more assets.
- It's not about the golfballs and trinkets!
- How to host very successful client events.

Similarities don't sell, differences do!

Coaching is also available upon request for a specific amount of time.



Neil Wood is a popular keynote speaker who has spoken at more than five-hundred sales meetings since 2002. He shares success stories and practice management solutions that help salespeople work more effectively, efficiently and profitably, while working fewer hours each week! He is also the author of *The Magic of Working Smarter*, a former professional athlete and veteran of the US Air Force!

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