



SPARTAN TRAINING SYSTEM™

THE SPARTAN SYSTEM

We named our trainings after the Spartans because they were the best—the most elite fighting force in world history. They established a **SYSTEM** of warfare so effective, hundreds defeated thousands, and thousands defeated tens of thousands. A **SYSTEM** so extraordinary it's secrets were hunted like treasure, ruthlessly protected, and replicated throughout the centuries with staggering success. From the spectacular last stand of Spartan King Leonidas to the stunning conquests of Alexander the Great. From the impossible triumphs of Julius Caesar to the crushing victories of General Patton.

THE SPARTAN'S 3 PILLARS OF PERFORMANCE

The Spartans dominated the battlefield by systematizing each stage of combat and simplifying the complexities of battle into a 3-column system called The 3 Pillars of Performance. **A SYSTEM AS APPLICABLE TO BUSINESS AS IT IS TO BATTLE AND AS VALUABLE TO SELLERS AS IT IS TO SOLDIERS.** From Roman Legionnaires to Navy SEALs, elite military and civic leaders have been leveraging this remarkable system by focusing on the same 3 **PILLARS** originally deployed by the Spartans:

- 1. SKILL** Mastery of Spartan weaponry—spear, sword & shield
- 2. METHODOLOGY** Uniform battle formations & communications
- 3. STRATEGY** Customized battle plans. Terrain-specific strategies



SKILL + METHODOLOGY + STRATEGY = SYSTEM™

The Spartans knew when they combined weaponry **SKILLS** with a standardized combat **METHODOLOGY** and campaign-specific battle **STRATEGY** that they had a **SYSTEM**. A calculus for winning! A formula for success. They recognized that their greatest competitive advantage wasn't in superior numbers, brute force or bravery. It was their system. the combined training and application of skill, methodology & strategy.

SALES—THE BATTLEFIELD OF BUSINESS™

Like war, business has allies and enemies, weaponry and strategy—battles with winners and losers. And no disrespect to accountants, but the battlefield of business is in the sales arena where there are wins and losses. Triumphs and defeats. And like ancient Spartan Warriors, modern **SPARTAN NEGOTIATORS** trained in the Spartan Selling System [**SKILL + METHODOLOGY + STRATEGY = SYSTEM**] have a distinct competitive advantage over their **SYSTEM-LESS** colleagues and competitors who don't.



Patrick's link between sales and history is very entertaining. But more importantly, very relevant to modern sales professionals searching for a principle-based sales methodology and selling system.



—Dr. Stephen R. Covey

SPARTAN NEGOTIATING SYSTEM

Based on the same core principles as The Spartan Military System, The Spartan Sales Training System leverages **THE 3 PILLARS OF PERFORMANCE**—an insanely effective training model as applicable to business as it is to battle and as valuable to sellers as it is to soldiers. Based on this timeless model, Spartan Sales Trainings accelerate skill development and sales performance by equipping sellers with the most advanced prospecting, selling, presenting and negotiating **SKILLS, METHODOLOGIES & STRATEGIES.**



**BUSINESS IS WAR.
SALES IS THE BATTLEFIELD.
BE SPARTAN!**

Patrick Henry Han





SPARTAN | NEGOTIATION TRAINING™

TOP 3 TRAINING OBJECTIVES

- ♦ Master The Iron Triangle of Sales-Side Negotiation—**POWER, TACTICS & STRATEGY™**
- ♦ Recognize and neutralize **21 BUYER TACTICS** with **12 SELLER COUNTERTACTICS**
- ♦ Minimize discounts and concessions with **THE SPARTAN NEGOTIATION SYSTEM™**

THE 3 PILLARS OF [NEGOTIATION] PERFORMANCE

Spartan Negotiation Training accelerates skill development by leveraging the most powerful improvement training model in history—**THE SPARTAN'S 3 PILLARS OF PERFORMANCE**. Based on this formula, negotiators are equipped with the **SKILLS, METHODOLOGIES & STRATEGIES** to avoid unnecessary discounts and prevent unwarranted concessions. The results are more sales, fewer discounts, higher margins, increased profitability, and better buyer-seller relationships.

- 1. SKILL** Mastery of buyer tactics & seller countertactics
- 2. METHODOLOGY** Methodized use of power, tactics & strategy
- 3. STRATEGY** Planning, pricing & concession pattern strategies



TOP 10 TRAINING TAKEAWAYS

- ♦ Recognize **THE 4 PRIMARY SOURCES OF BUYER POWER**
- ♦ Leverage **THE 7 PRIMARY SOURCES OF SELLER POWER**
- ♦ Build, balance and maintain **SELLER POWER**
- ♦ Avoid **THE TOP 5 SALES-SIDE NEGOTIATION MISTAKES**
- ♦ Overcome **BUYER TACTICS** with **12 SALES-SPECIFIC COUNTERTACTICS**
- ♦ Master **THE 7 POWERS OF HIGHLY EFFECTIVE SALESPEOPLE**
- ♦ Learn to trade, never donate concessions
- ♦ Develop comprehensive strategies with **THE SPARTAN NEGOTIATION PLANNER**
- ♦ Eliminate unnecessary price discounts and unwarranted contract concessions
- ♦ Win more sales, with fewer discounts, higher margins & stronger relationships



Spartan Negotiation Training will equip your salespeople with the skills to exponentially increase their sales and negotiation performance.

I guarantee it.

—Patrick Henry Hansen



Patrick's sales and negotiation training had an immediate and significant impact on our bottom line.

—Kyle Powell, Founder NOVELL



Patrick's use of history & humor to teach modern methods of sales is remarkable, inspiring, captivating. A blueprint for sales success.

—Larry King

— TRAINING AGENDA —

- **SPARTAN NEGOTIATION SYSTEM**
Systems & Success: The 80/20 Rule
Skill • Methodology • Strategy
Power, Tactics & Strategy
- **POWER**
Buyer Power
Seller Power
Build, Balance & Maintain Power
- **TACTICS**
The Top 21 Buyer Tactics
The Top 12 Seller Countertactics
Manage Buyer Tactics with Countertactics
- **STRATEGY**
3 Rules of Sales-Side Negotiation
Sell First. Negotiate Second.
Trade. Never Donate Concessions.
3-Step Concession Strategy
Spartan Negotiation Planner





SPARTAN | TRAINING LOGISTICS

ENTERTAINMENT!

When evaluating training options, many companies inadvertently overlook the most essential component of successful training: **ENTERTAINMENT!** Bored salespeople make terrible learners! To educate, you must first entertain and sellers who are laughing are more prone to learning. Patrick's use of epic historical events, funny stories, and humorous video clips keep participants engaged, entertained and more capable of absorbing large doses of information.



When people are laughing they're more prone to learning!

—Patrick Henry Hansen

CUSTOMIZATION

To maximize the ROI and impact of your training, Spartan Sales offers full customization options that integrate product names, prices, competitors, brands and logos directly into the workbook and curriculum, making the entire learning experience more relevant, applicable, memorable and implementable.

HOLISTIC REINFORCEMENT

To achieve both immediate and long-term skill adoption, Spartan Sales provides a holistic training model that combines classroom instruction with a post-training implementation program that includes a 2-week, eLearning review and reinforcement course, podcasts, coaching tools & an optional 1-day follow-up Mastery Workshop.



CERTIFICATION

All sales professionals appreciate being recognized and rewarded for their educational efforts. After completing the workshop and post-training eLearning program, sellers receive a signed certification diploma, high quality medal to display, and membership in the online Spartan Nation community forum.



Patrick's prospecting principles teach sellers how to generate leads in an unforgettable manner.



—Dr. William D. Danko

— TRAINING LOGISTICS —

• TARGET AUDIENCE

Sales Professionals
Sales Managers
Sales Enablers

Sales Executives
Sales Support
Procurement

• DURATION

2-days (Consecutive Recommended)
1-day (Split Optional)

• PARTICIPANT TOOLS

Workbook
Negotiation Planners

Book
Tactics Sheets

• REINFORCEMENT

eLearning
Podcasts
Mastery Workshop

Coaching Tools
Certification
Videos

• DELIVERY OPTIONS

Instructor-Led Classroom
Instructor-Led Webinar (Zoom)
Classroom/Webinar Hybrid
Train-the-Trainer





SPARTAN SALES | ACADEMY



“ If you don’t train em, you can’t blame em.

—Patrick Hansen

Patrick founded Spartan Sales in 2000 and has delivered over 1,200 trainings in 22 countries to hundreds of businesses worldwide. His sales trainings and selling system have been embraced by **BUSINESSES OF ALL SIZES—FROM SMALL COMPANIES TO FORTUNE 500’S**. As a former sales representative, manager and executive for multiple technology companies, Patrick introduced sales trainings and selling systems that increased revenue over 100% in each company.

Patrick is a best-selling author and has the unique distinction of being a **RECOGNIZED SALES AND NEGOTIATION EXPERT WITNESS IN UNITED STATES FEDERAL COURTS**. He has a personal library of over 3,000 books, is a former radio talk show host, co-founder of Green Eyes in Africa (a non-profit orphanage in Cameroon).



Johnson & Johnson



Kimberly-Clark



COMCAST
BUSINESS



“

Rarely does someone capture so many priceless truths in such an engaging and interesting way.

—Zig Ziglar



TRAINING SUITE



SPARTAN | PROSPECTING

Increase the prospecting skills & activity of your sales team to generate more leads & set more appointments, more often!



SPARTAN | SALES

Increase sales by improving the questioning, qualifying, objection management, differentiating & closing skills of your sales force.



SPARTAN | PRESENTATIONS

Develop, Deliver & Differentiate your presentations with The Greek Art of Persuasion: ETHOS. PATHOS. LOGOS.



SPARTAN | NEGOTIATION

Minimize discounts & concessions by mastering The Iron Triangle of sales-side negotiation—POWER, TACTICS & STRATEGY.



SPARTAN | SALES MGMT

Manage, coach & motivate your sellers with the P⁵ Spartan Management system: People. Process. Performance. Persuasion. Power.