



# SPARTAN TRAINING SYSTEM™

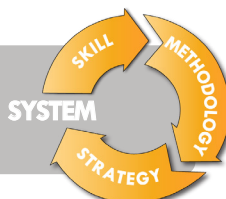
## THE SPARTAN SYSTEM

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 PROSPECTORS** 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 PROSPECTING SYSTEM

The Spartan Prospecting Training System provides sellers with a systems-based prospecting model and proactive lead generation mentality—a system as applicable to business as it is to battle and as valuable to sellers as it is to soldiers. Trained in **THE 3 PILLARS OF PERFORMANCE**, Spartan Sellers are equipped with the cold calling **SKILLS**, prospecting **METHODOLOGIES**, and lead generation **STRATEGIES** to consistently generate more leads and set more appointments—more often!



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

*Patrick Henry Han*





# SPARTAN | PROSPECTING TRAINING™

## TOP 3 TRAINING OBJECTIVES

- ♦ Improve individual & team prospecting skills, effort & activity
- ♦ Master the D<sup>3</sup> prospecting model: **DEVELOP, DELIVER & DIFFERENTIATE™**
- ♦ Develop and deploy Spartan Prospecting **SKILLS, SCRIPTS & STRATEGIES™**

## SPARTAN PROSPECTING TRAINING

The Spartan Prospecting Training System was inspired by the success of The Spartan Military System and provides sellers with a systems-based prospecting model and proactive lead generation mentality. Trained in **THE 3 PILLARS OF PERFORMANCE**, Spartan Sellers are equipped with the cold calling **SKILLS**, prospecting **METHODOLOGIES**, and lead generation **STRATEGIES** to consistently generate more leads and set more appointments—more often!

## THE 3 PILLARS OF [PROSPECTING] PERFORMANCE

The Spartan Prospecting System applies **THE 3 PILLARS OF PERFORMANCE** to prospecting—a holistic model that emphasizes individual skill training and development, implementation of a consistent cold-calling, questioning and qualifying methodology, and the application of objection mgmt, differentiation and call closing strategies.

1. **SKILL** Verbal, vocal and conversational phone skills
2. **METHODOLOGY** Consistent scripting & dialogue methodology
3. **STRATEGY** Objection Mgmt & “Next-Step” closing strategies



## TOP 10 TRAINING TAKEAWAYS

- ♦ Establish a daily prospecting **POWER HOUR™**
- ♦ Implement a systems-based prospecting model & mentality
- ♦ Avoid **THE TOP 5 MOST COMMON COLD CALLING MISTAKES**
- ♦ Overcome **THE TOP 5 TRADITIONAL COLD CALLING OBJECTIONS**
- ♦ Discover **THE 5-STEP SPARTAN PROSPECTING COLD CALLING FRAMEWORK**
- ♦ View voicemail as an ally instead of an enemy
- ♦ Master The S<sup>3</sup> Spartan Prospecting Model: **SKILLS, SCRIPTS & STRATEGIES™**
- ♦ Use “Walk Away” statements to avoid sounding needy
- ♦ Master LinkedIn & social media strategies to support prospecting activities
- ♦ Learn the Psychology of Buyology & the inverse impact pressure has on persuasion



If you're searching for a training to move your sales dial from Good to Great, you just found it.

—Jim Collins

## — TRAINING AGENDA —

- **SPARTAN PROSPECTING SYSTEM**  
Systems & Success: The 80/20 Rule  
Skills • Methodology • Strategy  
Time & Priority Management  
Daily “Power Hour” Prospecting
- **SKILLS, SCRIPTS & STRATEGIES**  
The Sales Messaging Matrix™  
Gatekeeper Scripts & Strategies  
Opening Grabber Scripts  
Voicemail Scripts & Strategies  
Voice, Volume, Pitch & Pace
- **BUILD & BALANCE POWER**  
The Psychology of Buyology™  
Neediness, Meekness & Weakness  
Walk Away Statements  
Differentiate or Die
- **OBJECTION & CLOSING STRATEGIES**  
TOP 10 Objection Rejoinders  
Effective Questioning & Qualifying  
“Next Step” Closing Strategy



We needed the best sales strategies possible and Patrick delivered. His expertise and passion for the topic was contagious.

—Dennis Kerrigan, HARMAN INTERNATIONAL







# 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 Executives
Sales Managers	Sales Support
Sales Enablers	Bus. Development

### DURATION

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

### PARTICIPANT TOOLS

Workbook	Book
Prospecting Planners	Tactics Sheets

### REINFORCEMENT

eLearning	Coaching Tools
Podcasts	Certification
Mastery Workshop	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-pro it orphanage in Cameroon).



Johnson & Johnson



Kimberly-Clark



amazon



COMCAST  
BUSINESS



Schneider  
Electric

GOODYEAR

Clear Channel

NOVELL



Google



“

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 P<sup>5</sup> Spartan Management system: People. Process. Performance. Persuasion. Power.