



SPARTAN TRAINING SYSTEM™

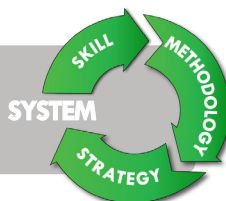
THE SPARTAN SYSTEM

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 SELLERS** trained in the Spartan Selling System [**SKILL + METHODOLOGY + STRATEGY = SYSTEM**] have a distinct competitive advantage over their **SYSTEMLESS** 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 SELLING SYSTEM

From the narrow pass of Thermopylae to the beaches of Normandy, history's greatest commanders have deployed **THE 3 PILLARS OF PERFORMANCE**—an organizational blueprint and 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 Training accelerates skill development and sales performance by equipping sellers with the most advanced sales **SKILLS**, deployed with the most effective selling **METHODOLOGY**, as part of a comprehensive sales **STRATEGY**.



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

Patrick Henry Han





SPARTAN | SALES TRAINING™

TOP 3 TRAINING OBJECTIVES

- Master an advanced questioning, qualifying & communication methodology
- Implement non-pushy, no-pressure objection mgmt, differentiation & closing strategies
- Establish a common sales language, selling methodology & unified sales system

SPARTAN SALES TRAINING

The Spartans were the most elite fighting force in world history. From the narrow pass of Thermopylae to the beaches of Normandy, history's greatest commanders have deployed the Spartan's **3 PILLARS OF PERFORMANCE—AN ORGANIZATIONAL BLUEPRINT AND TRAINING MODEL AS RELEVANT TO BUSINESS AS IT IS TO BATTLE AND AS APPLICABLE TO SELLERS AS IT IS TO SOLDIERS.**

THE 3 PILLARS OF [SALES] PERFORMANCE

Spartan Sales Training accelerates skill development by leveraging **THE 3 PILLARS OF PERFORMANCE**—the most powerful performance improvement training model in history. Based on this insanely effective instructional formula [**SKILLS + METHODOLOGY + STRATEGY = SYSTEM**] sellers are equipped with **THE SPARTAN SELLING SYSTEM**—the combined training and application of the most advanced sales **SKILLS**, effective selling **METHODOLOGY** and holistic sales **STRATEGY**.

- 1. SKILL** Communication, differentiation & closing skills
- 2. METHODOLOGY** Consistent questioning & qualifying methodology
- 3. STRATEGY** Advanced objection mgmt & closing strategies



TOP 10 TRAINING TAKEAWAYS

- Increase sales with world's #1 sales methodology! **THE DNA SELLING METHOD™**
- **"BUILD, BALANCE & MAINTAIN"** seller power™ from the cold call to the close
- Avoid traditional **"SHOW UP, THROW UP"** sales behaviors & stereotypes
- Qualify opportunities and work with high probability buyers
- **"ASCERTAIN THE PAIN"** linked to unfulfilled needs & unresolved problems
- Build competitive differentiation with valid vs. false differentiators
- Prevent & overcome objections with an advanced objection mgmt strategy
- Overcome price-specific objections with our **"TOP 10 PRICE-SPECIFIC REJOINDERS"**
- Leverage the **PSYCHOLOGY OF BUYOLOGY** with assertive vs. aggressive closing tactics
- Shorten sales cycles with a non-pushy, question-based closing strategy



“Patrick's books, trainings and selling system will help your reps double their sales, decrease their discounts and smash their sales quota.”

—Brian Tracy

— TRAINING AGENDA —

- **THE SPARTAN SALES SYSTEM**
Systems & Success: The 80/20 Rule
Skill • Methodology • Strategy
Build, Balance & Maintain Power
- **THE DNA SELLING METHOD**
Discovery Questions
Need-Problem Questions
Ascertain-Pain Questions
Solution-Benefit Questions
Dynamic vs. Passive Listening
- **DIFFERENTIATING**
Valid vs. False Differentiators
Top 3 Rules of Differentiation
- **OBJECTION MANAGEMENT**
EMA™ (Empathize, Minimize & Address)
Top 10 Price-Specific Rejoinders
- **CLOSING**
Assertive vs. Aggressive
Closing Questions vs. Closing Tactics
3-Step SPARTAN Closing Strategy



Simply the best content, the best delivery style, and the best training I've attended in my 29 years of selling.

—Chris Prekopa, COMCAST Business





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

DURATION

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

PARTICIPANT TOOLS

Workbook Book
Call 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 fit 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 P⁵ Spartan Management system: People. Process. Performance. Persuasion. Power.



SPARTAN SALES



ACADEMY

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