

JOIN OVER 28
MILLION PEOPLE
WHO KNOW, LIVE,
AND WORK IN
THEIR STRENGTHS!

HOW CAN I USE MY STRENGTHS IN SALES?

- Improve awareness of your natural talents
- Greater sense of confidence and wellbeing
- 6x as likely to say they get to do what they do best
- 11% higher sales volume and 6% higher closing percentage (on average for people who receive strengths coaching)
- 10% to 19% increase sales (for organizations practicing strengths-based development)



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Digital Badge!*



MISERICORDIA
UNIVERSITY
CENTER FOR ADULT AND
CONTINUING EDUCATION

SELLING WITH YOUR STRENGTHS

WHO IS THIS VIRTUAL COURSE FOR?

Individual Salespeople: Get equipped with actionable ideas to employ your genuine identity when communicating with your customers. Develop your own sales style based on YOUR strengths, not someone else's.

Sales Managers: Learn how to lead with your strengths and help your team sell with how they naturally think, feel, and behave.

ABOUT SELLING WITH YOUR STRENGTHS

Succeeding at sales in today's environment can be challenging and often frustrating. COVID, the economy, and changing technologies are just a few challenges salespeople must navigate to meet the needs of their customers and be successful salespeople. But there are ways to work through the maze of challenges, meet and exceed your customer's needs, and win the day consistently.

The CliftonStrengths for Sales report will provide you with the development tools to help you better understand how you naturally think, feel, and behave. When you have this understanding about yourself you bring the best of you to every meeting, sales interaction, and personal experience. Your CliftonStrengths for Sales report will provide you with actionable items to deploy your strengths and teach you to recognize those moments when you are underutilizing or over reaching with your strengths.

When you know what you are good at, and what you are not, sales processes become easier, more enjoyable, and energizing. Do you hate cold calling? There's a very good explanation for that but imagine prospecting and filling your sales funnel in a way that makes you feel comfortable. Do you have a hard time asking for the sale? Discover your top strengths and use them, dynamically, in a manner where you feel you have earned the right to ask.

WHAT OTHERS ARE SAYING

"Mike did a fantastic job of asking the right questions that forced me to be reflective. I feel like I discovered more about myself...on my own...thanks to Mike's coaching I left each session feeling empowered." - Nick D.

"The power of living in strengths is like nuclear fusion in life. It has literally changed every aspect of my life." - Sr. VP of Sales

WHY TAKE THIS COURSE

- Discover your genuine identity- how you naturally think, feel, and behave
- Learn how to operate in areas you are naturally good at - your strengths
- Utilize your strengths to improve your sales process, from prospecting to closing
- Learn to develop your own selling style and not struggle with how the 'veterans' do it

HOW MUCH DOES THE TRAINING COST?

The training course tuition for this six-week virtual course is \$495. (Plus \$39.99 for the CliftonStrengths for Sales Assessment).

MICHAEL BAKER, M.ED., CSC

Michael Baker, head coach at Michael Baker Coaching, holds a Masters in Education, is a Certified WeAlign Coach and a Certified Strengths Champion. Michael's sales career spans the pharmaceutical, diagnostic, and education technology industries. He has successfully re-introduced product after a recall, managed million dollar territories, and closed multi-million dollar contracts. His mission, is to help individuals discover their strengths, transform their life, and fulfill God's plan. He can be reached at michael@coachbake.com.



QUESTIONS?

If you have questions, please contact Paul Nardone, Director of The Center for Adult and Continuing Education at (570) 674-8130 or email: pnardone@misericordia.edu.