



Exceptional Sales Performer Coaching

Sharon Melnick, Ph.D

The Exceptional Sales Performer Program does not teach sales techniques. It will help you reap the rewards of all the sales trainings investments you have made before.

It is based on the idea that most salespeople “know” what to do and what to say, but do not consistently execute on what they know every day. It gives salespeople the tools they need to overcome personal blocks to their effectiveness, so that they will see significant revenue gains within a short period of time. Prior clients have experienced between 40% and 100% gains within 3-12 months (see Results below).

Sharon Melnick, Ph.D. is a psychologist with 10 years of experience at Harvard Medical School. She is a dynamic coach / trainer who teaches salespeople to access strengths within themselves that transform their approach to work. They learn state-of-the-art performance tools and practical strategies that extinguish their blocks to effectiveness.

Results in Weeks

After just a few hours of coaching/training, program participants improve as follows:

Competency	Outcome
Confident and Focused Mindset	<ul style="list-style-type: none">▶ Feel they “deserve a seat at the table with “C-suite” prospects▶ Maintain mental focus on priorities▶ Gain on average 5-10 hours of productivity per week▶ Control their schedule instead of schedule controlling them▶ Move beyond “comfort zone” to “in the zone”▶ Attend to achieving goals, not to “what others think”
Mastery over Stresses of Sales Position	<ul style="list-style-type: none">▶ Respond to situations objectively, rather than emotionally▶ Manage time and cognitive overload for positive balance▶ Stay focused despite rejections or frustrations of sales cycle▶ Energize themselves repeatedly, can always be “on”▶ Change approaches to work exclusively with ideal clients▶ Eliminate stresses of working with non-ideal clients
Effective Communication with Clients and Prospects	<ul style="list-style-type: none">▶ Consistently ask for business from A-list clients▶ Perceived by others as credible and trustworthy▶ Provide clear and memorable positioning for referrers▶ Deepen rapport with clients for greater ‘share of wallet’▶ Flex ‘sales pitch’ according to the style of the client

Results of Prior Clients

Here are examples of the high-impact revenue generation prior clients have achieved within 3-12 months of coaching:

Leader of insurance/financial services office branch seeks to improve personal production and office revenue. Within 6 months he doubles both monthly personal production (from 8K to 16K), and monthly office premium revenues (approx. 90K to over 170K) He reports: "I'm like a different guy, and I'm much more connected with my A-list clients now".

Senior Client Partner at executive search firm 'meets expectations' in 2005. With coaching, doubles her total 2005 revenue in the first 6 months of 2006. Attributes her tremendous growth to a newfound feeling that she deserves a "seat at the table".

Vice President of Corporate Benefit Sales at UBS Financial challenged to get traction on good business opportunities and lacks a coherent team. Grows business 40% in the first year after coaching. His leadership streamlines business practices at root causes and improves team performance. "I went from 'good' to 'great' - and fast!"

Partner at PriceWaterhouseCoopers marginalized by a corporate merger bounces back to develop unprecedented confidence. Within a year starts a new line of business from scratch, now the most profitable service line in the Southeast region. She "built a new perspective and made practical changes in behavior", now "more confident than ever" and "influential" in the firm.

Sharon Melnick, Ph.D. Executive Coach and Trainer

Sharon Melnick, Ph.D. is an executive coach/corporate trainer for diverse organizations, including Monster Worldwide, Deutsche Bank, Korn/Ferry International, Merrill Lynch, MTV, Oracle, JP Morgan Chase, Pitney Bowes, Time, PriceWaterhouseCoopers, Fleet, Network World, Boston Scientific, Stanford Business School, HBO, IBM, Staples, Mercer Consulting, Northwestern Mutual, Deloitte Consulting, Sionex, Fannie Mae, UBS Financial, Yankee Candle, Chemtura Inc., and others.

She has taught rapid performance enhancement approaches, communication skills, and interpersonal effectiveness courses at the Walter E. Carroll School of Management at Boston College and in trainings for Fortune 500 companies, non-profit organizations, and government agencies across the country.

Her professional training is from Yale University (B.A.), U.C. Berkeley (Ph.D.), Harvard Medical School, and the Institute for Management Studies. She is a psychologist affiliated with Harvard Medical School.



To bring high impact results to your organization, contact:
Sharon Melnick, Ph.D. at (212) 842-4638 or sharon@sharonmelnick.com