



A FASCINATING & INSPIRING
heuristic training adventure
for sales representatives.

THE WAY OF JAGUAR-KINGS

INVEST 4 HOURS AND LEARN AN INNOVATIVE APPROACH:

- 5 STRATEGIC Buyer-Profiles
- 5 Roles of a CREATIVE Leader
- 8 Secrets of PERSUASIVE Selling
- 4 Pillars of EFFECTIVE Communications

Consult-IIDC Management, in Montreal @ (514) 481-2835

INSPIRE YOUR SALES TEAM WITH THIS HIGHLY MOTIVATING EVENT

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A TRAINING ADVENTURE IN WHICH SALES PROS LEARN :

- * **5 STRATEGIC Buyer-Profiles**
- * **5 Roles of a CREATIVE Leader**
- * **8 Secrets of PERSUASIVE Selling**
- * **4 Pillars of EFFECTIVE Communications**
- * **And other SELF-Empowerment Strategies**

THE WAY OF JAGUAR-KINGS©

Profit from a half-day of highly motivating animation: 3 conferences and 3 learning activities have been woven into an exciting interactive program designed for Sales Pro\$.

Invite your team - **Sales Execs and Managers, Representatives and Support staff** - to become actors in our springboard story. The « **Way of the Jaguar-kings** » has to do with "**the 5 roles of a strategic leader**". Triggered by the discovery of a mysterious *Jaguar Glyph*, the participants - now acting as radio-journalists - open a door into timelessness - and spend the next 4 hours learning their way around an empowering new understanding.

Their journey will allow them to uncover the secrets of great leaders from tropical America who found ageless truths about selling products, services or ideas to people.

Here below is a summary script. There are other complete training sessions in the Jaguar-kings series and each offers a great mix of stimulating conference-animations and exciting activities. Act out the requirements ("can do" and "want to") and then springboard to the next level of your sales strategy.

After a consultation, we'll add final details and include your concerns. We'll also discuss the training venue and the logistic needs - - - and make a proposal.

Author and training consultant Lawrence Poole tells «**springboard stories**».

More than a conference, a springboard story is a narrative that is a catalyst for action.

A springboard story doesn't have to be believed nor disbelieved. It has its impact by helping the audience make a leap in understanding to see how a complex system - a person, an organization or a community - can improve itself in a creative jump. It also allows listeners to learn - according to the story told - the tools and syntheses they'll need to change their own situation, and to remember by them in a positive context.

Lawrence animates a series of « Jaguar-king » stories, telling how an ancient people civilized the jungle by becoming great leaders and communicators.

The story described hereon tells about selling products, services or ideas by strategically persuading others to act.

During this 1/2-day learning event, by animating 3 multimedia « springboard » presentations, Lawrence tells how the jungle is a wondrous and beautiful place... if a deadly one. America's neotropics - once "*a forest of Kings*" - is home to an incredible ecology - an amazing diversity of flora and fauna - all of it engaged in a fabulous display of organization and relationship. All of it answering the primary directive: Survive & Prosper.

Millennia ago, the Olmec culture civilized that jungle by discovering how to optimize relationships to better respond to that directive. Observing Nature, they learned that species are collections of individuals. Further, they discovered that individuals become empowered by filling their own needs, and they become prosperous by helping others fill theirs.

In consequence, those first leaders persuaded remarkable numbers of independent and free-minded individuals to apply the creative principles they synthesized from Nature, and work together for the good of all.

Lawrence and his partner Suzy Ethier animate MULTIMEDIA TRAINING EVENTS that include fascinating presentations and appropriate *heuristic* learning activities using the Jaguar-kings theme. Heurism mean *self-discovery* - so their training invites your whole sales team to become players in an interactive play.

The interactive aspects include - a virtual theatre starring the participants where Lawrence and Suzy bring Images, Music, Sound F/X, Odors and other Props, and a SCRIPT that will engage the participants to act out the STRATEGY of the ancient Jaguar-kings and discover how selling ideas means persuasive communications. Write and ask for a FREE pdf ebooklet that explains why heuristic training SHORTENS THE LEARNING CURVE.)

This IN-HOUSE training event guides your SALES TEAM so they learn the requirements of sales greatness. In this 4 hour adventure, they'll be inspired to deepen their appreciation of the strategic importance of persuasive communications, and they'll try techniques and tools that are proven winners.

So how did the protomayan Jaguar-kings prepare the winning scenarios that assured them "customer buy-in" from such a diversity of markets?

What sales strategies and skills did they use to convince people to act on their proposals?

What did it take to persuade so many to join together in a common market?

How did they communicate so persuasively?

THIS STORY EMPOWERS SALES PEOPLE

Our tale opens with the discovery of an ancient glyph with a magic power. An ideogram, it reveals an America - circa 400BC - that is already a vast free-trading empire. Salt, minerals, lumber, art, furs, every manner of food, goods and know-how, and much, much more crisscross the entire continent.

Imagine prequest America with tens of millions of highly creative and intelligent persons from an astonishing diversity of environments - jungles, deserts, plains, mountains and valleys, mountain paramo, pine and boreal forests, taiga, tundra and arctic shores, coastal regions, and much more - banded together in commerce.

The training event begins with an activity to demonstrate the difficulty encountered by people selling ideas since time immemorial. It will illustrate the importance of communicating strategically.

Lawrence Poole will then deliver his first multimedia presentation, an empowering and amusing story tells the audience what ancient **Jaguar-kings knew about communicating with POWER**. He'll explain how they used « **ideograms** » to make complex ideas simple, and how their old recipes still exist today. Sharing pictures from his years of explorations in Mexico, Guatemala, Honduras, Nicaragua and Costa Rica, he'll tell how he uncovered their secrets of power persuasion, and he'll stimulate your sales team to become strategic and empowered thinkers.

Lawrence and Suzy coach heuristic activities in which the participants discover what the Jaguar-kings knew about strategy. In this story, the participants become journalists hired by Radio KAOS and then mandated to learn about **a mystical Jaguar Glyph**... its origins and its magic power.

This *self-discovery* training event has rules, time-limits, choices to be made, roles played and a deadline; and there are lessons learned, important messages created and delivered, and a summary recording of the proceedings (on CD, Cassette, MP3 ???) to further motivate the cast and empower their quest.

A short Q & A, and Lawrence will conclude the training with his final presentation on self-empowered sales success.

THE LEARNING OBJECTIVES

From this heuristic training session:

1. Participants will understand **the way** of win-win-win thinking.
2. They will know why increasing their **client capital** requires an altruistic attitude, and why enjoying a successful career and happy life means increasing their **creative capital**.
3. They'll have a better understanding of **the need for strategy in communication**, and the need for *persuasion* in a competitive world.
4. Participants will recognize why both sales leadership and a successful career require "a unique selling position", and superior *communication* skills - and what to do about it.
5. They'll have discovered 5 buying styles and how to sell to each of them.
6. They'll have experienced 5 creative roles that result in empowered communications.
7. They'll have learned 8 strategic ideas on selling to and persuading others,
8. They'll know how to use 4 pillars that mark an effective communicator, and will understand the 5 dimensions of an empowered leader.
9. Lastly, the participants will have participated in a self-empowering HEURISTIC process - *that encourages life-long learning*.

BENEFITS AND ADVANTAGES TO YOUR ORGANIZATION

Depending on the topic you choose, this training event will allow you :

- * To increase the levels of motivation of your sales Pro\$;
- * To supply them with highly empowering knowledge;
- * To enhance their performance, allowing them to improve both the quantity AND the quality of their sales effort;
- * To stimulate your sales team's sense of organizational loyalty and to decrease your staff turnover;
- * To better the quality of your client-relations and thus assure their brand loyalty;
- * To improve the sales team's *know-how* and *want to* while focusing them on your sales objectives;
- * To efficiently add to the *creative capital* of your sales professionals and to thereby strategically increase your *client capital*.

A SUGGESTED TIMELINE

11h00 : Introduction to heuristic learning - *A springboard* story :
« **The Way Of Jaguar-kings** »

11h15 : 1st Heuristic learning activity :
« **The Power Of The Jaguar Glyph** »

11h45 : Conference/seminar # 1 :
« **The 5 Roles Of A Creative Leader** »

12h30 : Working lunch (Catered)

(13h) 2nd Heuristic learning activity (as lunch continues):
« **E\$P & The King's Gold** »

13h30 : Conference/seminar # 2 :
« **The 8 Secrets Of Power Selling** »

14h00 : 3rd Heuristic learning activity :
«**Show time!!! On Radio KAOS**»

14h45 : Conclusion: Conference/seminar # 3 :
« **4 Pillars! 3 Precepts!! 7 Rules!!!** »

15h00 : Q & A - Close

PHONE US IN MONTREAL (514) 481-2835 TO BOOK THIS EVENT!