

Dominant Buying Motive

One of the biggest mistakes salespeople are making is ... they're talking too much ... especially before they've asked the right questions.

Every client – based on their likes, dislikes, wants, needs and past experiences – is tuned into a certain channel. Until you know what “channel” they're on, you can't start “broadcasting” effectively.

Your clients want to feel smart, important and valued. To that end, we must be asking powerful and deliberate questions in a meaningful manner. But that's not everything – Your clients must then feel **heard**.

In this session, you'll be guided through a consultative, relationship-selling approach that will:

- Help you match your speaking style to each client's listening style ("broadcast" on their "channel")
- Provide you with the easy and effective tools that will enable you to tailor each conversation/presentation for each unique client...
- Thus having you *connecting* more powerfully more often ... and earning more business

About Steve Dorfman, Chief Impeccability Officer

Since 2006, clients have come to Steve for sales strategy, customer service strategy, and to motivate, educate, engage, and develop front-line staff with interactive trainings and continuous development programs that result in:

- "Employee-owned" remarkable experiences for customers and clients;
- Consistent referral business, and;
- Repeat customer loyalty

All of this all translates into a strengthened culture and increased profits



Before founding *Driven to Excel, Inc.*, Steve spent 11 years as a sales consultant for a luxury automaker. Yes, the car business ... not exactly a business with a reputation for impeccable customer service. So when *Steve* entered the business at 23 he was determined to make a positive difference by creating remarkable experiences for his clients – His unwavering commitment to impeccable service earned Steve "Salesman of the Year" 7 years in a row, all-the-while maintaining a CSI (Customer Satisfaction Index) rating in the top 1% nationally. He worked *by appointment only* as his repeat and referral business grew to account for 70% of his sales. This was unprecedented and translated into a very comfortable income from his 35-hour workweek ... which proves that by subscribing to a culture of impeccability, you're working smarter, not harder.

Before the car business, Steve spent 8 rapid-growth years in the hospitality industry, where his commitment to remarkable service was founded. Today, Steve Dorfman also hosts the *We Mean Business!* TV show (www.WeMeanBiz.tv) and has conducted more than 70 interviews with thought leaders, top executives and several bestselling authors.

DRIVEN *to* EXCEL
Engineering the Customer Experience

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"We asked Steve to spend one hour with a group of our new franchisees, and they came away with more business strategies and sales techniques in that one hour than we were able to teach them in an entire week-long training session. Steve is the model of impeccability. He has helped coach our organization to new heights of client loyalty, sales, and profits. He was also the catalyst behind my speaking career and our best-selling book. His concepts are digestible and straightforward, which makes it realistic for anyone to implement and achieve great results in their business."

Nick Friedman :: President :: College Hunks Hauling Junk (46-franchise operation)

"I've been watching Steve Dorfman and he's a thought leader in the field of relationship marketing. He knows how to build a business and - just as importantly - can help you do the same. He's also a terrific presenter who will 'raise the roof' at your company's next convention. Steve produces results."

Bob Burg :: Bestselling Author of Endless Referrals & The Go Giver

"Steve just delivered a four-day training session with my sales staff and I know I speak for everyone here when I say that we were absolutely blown away! His instruction resulted in a number of tangible benefits - like higher average orders, increased reorder percentages and new training materials for our sales staff... But we also noticed several intangible benefits, like more positive interactions with clients, improved camaraderie amongst employees and better communication between management and the sales team."

Adam Katzen :: Vice President of Sales :: Nature City

"Steve was hired by our company and continues to work with us as a sales coach, team builder and advisor. Steve brings a lot of energy as well as a strong sense of direction. I have found Steve to be a man of his word and someone that possesses a high level of integrity. Steve has guided our sales team to a new level of quality client care. In addition, I have found Steve to be an invaluable resource for business advice and counseling."

Chuck Browning :: Owner :: Browning Pools and Spas

"While many businesses embark on campaigns to attract new business, Steve Dorfman illustrates how you can create an impeccable customer experience that will deliver repeat business, create glowing referrals, and drive higher-margin, and higher-value revenue growth without breaking the bank. Steve offers proven methods that are sure to help any business become outrageously successful."

Ian Altman :: CEO :: Grow My Revenue