



# Tension Management Institute

Research • Development • Outreach • Training • Certification • Support • Community

## — Tension Management in Initial Meetings —

### Program Briefing

#### Program Overview —

This program is intended for all professionals involved participating in initial meetings with prospects, including all sales, technical, support and management team members. It is particularly appropriate for audiences where management desires:

- Initial meetings with prospects that quickly establish the expertise and credibility of the professionals.
- A deeply engaged prospect eager to explore the possibilities of working together.
- Prospects viewing the professionals as subject matter experts and trusted advisors.
- Prospects reporting a feeling of strong connection between their business needs and objectives and the sales professional's understanding of their situations.
- More efficient advancement through the sales process.
- Identification of a wide variety of opportunities within the prospect's organization.

#### Topics Covered —

This is an in-depth program in the MasterStream® Series. It can be presented as a stand-alone experience. Ideally, the participants would have already attended the "Tension Management in Sales" core program as well as the "Tension Management in Questioning" in-depth program, or completed pre-work covering the basics of the MasterStream® Method.

During this program, participants will learn how to:

- Prepare themselves for a successful initial meeting.
- Establish the sales professional as a trusted and preferred expert.
- Introduce themselves and their organizations in a credible, relevant and compelling way.
- Engage the prospect in exploratory dialogue that quickly establishes their immediate needs.
- Ask questions that reveal other unaddressed areas of need and desired business outcomes.
- Create a map of the full range of opportunities available in the prospect's organization.
- Boost the prospect's level of productive tension, stimulating them to move forward more quickly.
- Avoid the most common mistakes sales representatives make during initial meetings.

#### Formats Available —

Tension Management in Initial Meetings is available in a variety of formats. All programs are customized to meet the objectives of the client. Please choose your format based on what you want your audience members to walk away with: Awareness, Understanding or Skill.

A **Keynote** is a 60-90 minute "Awareness Level" program, designed to introduce the audience members to the key concepts of tension management in initial meetings and get them thinking about how those concepts apply when they first sit down with a prospect. While keynotes are predominantly lectures, this format allows time for the concepts to be presented in an engaging way as well as time for several partner and small group discussions.

A **Half-Day Seminar** is a 3-4 hour “Understanding Level” program, that builds on the material covered in the Keynote format and allows ample time for the participants to practice the skills of introducing themselves and their organizations, boosting credibility, exploring the prospect’s situation, creating a map of opportunities and advancing the sales process. Half-Day Seminars are a balance between lecture, partner and small group discussions, and exercises.

A **Full-Day Workshop** is a 7-8 hour “Skill Level” program that includes everything covered in the Keynote and Half-Day formats and adds a comprehensive exercise that covers the entire approach for an initial meeting – and a thorough debrief of the experience. During a Full-Day Workshop, lecture is minimized and audience experience is maximized through discussions, exercises, role plays, skill demonstrations and application projects.

### Contact Information —

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