



# MasterStream<sup>®</sup>

## Precision Sales Technique

A logical, practical and comfortable  
approach for building stronger client  
relationships and closing more  
business in less time!

### **Program Briefing**

Offered exclusively by independent professionals certified by:

T. Falcon Napier & Associates, Inc.  
[www.masterstream.com](http://www.masterstream.com)



## Program Briefing

Every day, sales representatives in every industry all around the world lose business they could have closed... and their problem isn't what they think it is. They aren't paying attention to the most critical factor in selling... the crucial ingredient that determines what their prospects will buy, and when they'll take action. They don't know what it is... and even if they did, they wouldn't know what to do about it. We do — and for the past 20 years, we've been training sales professionals how to harness prospect productivity through our proprietary method ... MasterStream®.

Consistently described as the most logical, practical, & comfortable approach available anywhere, MasterStream has helped thousands of professionals from coast to coast and across the globe close more business in less time. Regardless of the approach you're currently using — regardless of the results you're currently getting — MasterStream will immediately improve the performance of your team members. This ethics-oriented, state-of-the-art, client-focused method can be applied to areas far beyond sales, including: leadership, management, client relations, performance improvement, human development, and many more.



## Who Should Attend

**NOVICE SALES REPRESENTATIVES** will get off to a solid start in building their careers with our logical, practical and comfortable method for influencing others. There is simply nothing more basic and important for a novice to understand than MasterStream.

**VETERAN SALES REPRESENTATIVES** will benefit from the clarity MasterStream provides, reinforcing all of the useful skills they have developed and exposing the sore spots each and every sales professional must identify and overcome. There is simply nothing more ADVANCED and powerful for a veteran to understand than MasterStream.

**SALES MANAGERS** will learn a sales approach that is far more trainable and realistic than anything else they've encountered. MasterStream provides a structure and language that simplifies the task of supporting a team of sales professionals — and gives them an approach they're more likely to use.

**EXECUTIVES** of all varieties will discover a comfortable yet powerful way to boost their effectiveness during negotiations, mergers and acquisitions.



## Formats Available

All programs are customized to address the unique needs of each audience. Programs are conducted through the dialectic technique — a method which maximizes audience participation, boosts comprehension and increases retention — and include a variety of exercises and small group discussions.

- 1/2-Day "Exploriation"
- 1-Day Seminar
- 2-5 Day Workshops
- 4-10 Week Courses
- Keynote Presentations
- In-House Trainer Certification
- Executive Briefings
- Individual & Group Coaching



## Objectives

**After attending a MasterStream training program, participants will be able to:**

- Understand the key role that productive tension plays in every sales situation.
- Identify the level of productive tension each of their prospects is experiencing — and what issues serve as its source.
- Monitor and manage each prospect's level of productive tension throughout the entire sales process.
- Create and deliver a strong opening statement that targets a prospect's source of tension.
- Formulate and pose a line of questions that stimulate productive tension while revealing important information.
- Develop and deliver a focused, streamlined solutions presentation that optimizes productive tension.
- Secure an objection-free commitment and protect the sale from post-meeting deal-stealers.
- Enhance and expand the relationship with every client.
- Gather more qualified referrals from the existing client base.
- Profile their client base, prospect base and lead sources using productive tension as the key qualification.
- Reduce the sales cycle to the shortest possible timeframe.
- Increase their closing rate, making everyone much more money.
- Effectively eliminate the key sources of frustration which prevent all sales representatives from building their businesses and enjoying their careers.

# Workshop Overview

All MasterStream Precision Sales Techniques training programs are customized to meet the needs of each client. Depending on the results of the customization process and duration of the program desired, the program may include:

**The Nature of Change** — In this module, we present the six fundamental concepts on which the MasterStream Method is based: Change, Control, Value, Productive Tension, Structure and Fully-Integrated Honesty.

**The ChangeGrid®** — During this module, participants complete an individual “ChangeGrid” — our proprietary diagnostic tool which reveals the level of productive tension each participant is experiencing across a wide range of sales-related activities. Participants also learn several ChangeGrid Maneuvers — techniques for managing productive tension in themselves and their existing and prospective customers.

**The MasterStream Strategic Framework** — This module presents our visual model for monitoring and maintaining the ideal conditions for a successful sale.

**The MasterStream Approach** — This section explores all of the ways in which MasterStream's fundamental principles apply and impact each of the 5 phases of the sales approach: Connecting, Analyzing, Solving, Committing and Relieving. Depending on the length of the program, for each phase, we will explore its Goals, Strategy, General Guidelines, Path of Self-Discovery, Protocol, Common Errors and Decision Map.

**Applications of the MasterStream Method** — This section puts participants into a variety of sales situations and gives them the opportunity to apply the concepts and skills they have learned.

**Drill for Skill** — This module exercises each participant's ability to perform the specific skills taught during the program. Included are a variety of drills that the client may continue as reinforcement after the program has concluded, including: Unison, Progressive, Richochet, Hot Potato, Fountain, Speed and Scramble drills.

**Rehearsals** — This module takes traditional role playing to a new level, adding numerous audience involvement techniques designed to boost the comprehension and command of everyone in attendance. Rehearsals methods include: Diad, Triad, Fishbowl, Showtime and Real Play.

**A Lifetime of Leads®** — This portion of the program explores the application of the MasterStream Method to several approaches for building business, including: Clientbase Saturation, Refined Referral Gathering, Professional Interpersonal Networking, Value-Focused Farming, Image Marketing, Strategic Seminar Selling, Secrets of Trade Show Selling, Leveraged Technology, Expert Positioning and, of course, Physical & Telephonic Cold Calling.

