

15 Solid Reasons to Choose MasterStream

1) MasterStream isn't a rehash of the basics.

Most sales training programs available today amount to little more than a repackaging job of tired closing techniques and outdated objection handlers — approaches which most sales people have already learned ... and most consumers can easily spot.

Instead, MasterStream programs build on a salesperson's existing skills, adding new knowledge, new skills and new insights for selling successfully in today's savvy marketplace.

2) MasterStream isn't a rah-rah, motivational hype-fest.

The inspirational stories typically told by a motivational speaker might move a salesperson to tears — but they offer little of lasting value. Quick boosts of emotional energy die just as quickly. It certainly makes for a lively keynote address — but it's not training.

MasterStream programs focus on providing practical skills for securing sales in an increasingly difficult business climate — and that's really motivating!

3) MasterStream isn't a quick-fix.

Isn't it interesting that most organizations insist that their salespeople have 4-year college degrees, yet expect them to master selling in a seminar of one day or less?

Like anything else worth learning, MasterStream is worth learning well. Rather than focus on a single sore spot or the latest training trend, MasterStream provides salespeople with a comprehensive foundation of knowledge and skill ... learning that will last a lifetime.

4) MasterStream is skill-based.

Yes, sales professionals need positive attitudes — but positive ACTIONS ultimately produce their bottom-line results.

MasterStream programs skip the mind-morphing, psycho-babble and get right to the point: if you want different results than you're currently getting, you'll have to DO something differently than you're currently doing.

We train sales people in what to DO — not what to THINK about doing.

5) MasterStream is relationship-focused.

The best use of your sales representatives' time is in identifying, initiating, developing and protecting mutually-beneficial relationships with your existing and prospective clients.

MasterStream puts those relationships exactly where they belong — at the heart of every moment of every sales call. It emphasizes the importance of placing the prospect's needs above all else — and earning their business by helping them get what they value most.

6) MasterStream is ethics-oriented and non-manipulative.

No trial closes. No tie-downs. No pressure or conflict. Yet, as anyone who uses MasterStream can tell you, they close more business than they ever did — and they do it with a shorter presentation and far fewer objections.

Every skill taught in MasterStream is designed to help sales professionals better understand their clients' needs and assist them in taking timely action.

7) MasterStream is valuable for veterans and novices alike.

Regardless of the approach they're currently using — regardless of the results they're currently getting — the skills presented in a MasterStream training program will immediately help all of your sales representatives close more business in less time. Whether they're the new kid on the block or an old pro, they'll find the MasterStream approach logical, practical and comfortable ... interesting and entertaining as well!

8) MasterStream programs are fully-customized.

Rather than reading a client's sales literature the night before the training program and calling it "customization," we actually WANT and NEED to have a thorough understanding of our audience in order to do our best work. We practice what we teach. Among our many customization tools, we use our exclusive ChangeWorks!™ system for profiling the audience — and focusing our training efforts toward directly addressing the needs of its members.

9) MasterStream is taught by a team of experts.

In addition to T. Falcon Napier, creator of the MasterStream Method, programs are conducted by a team of Certified MasterStream Instructors. Each Instructor is a successful speaker, trainer and consultant in his or her own right who has chosen to offer MasterStream and ChangeWorks programs. Instructors undergo extensive classroom and field training with T. Falcon Napier — as well as annual updates and field observations.

10) MasterStream is taught through the Napier Method™.

The Napier Method™ is a revolutionary accelerated learning technique that optimizes the natural adult learning process. The Dialectic Technique (attributable to Socrates) ensures maximum audience participation and boosts retention. Rapid Drill and Rehearsal Techniques solidify their skills and help transfer those skills to their daily work. It may sound like Greek, but it's fast-paced, fun — and a powerful way to learn!

11) MasterStream is easily reinforced.

To make sure the benefits of MasterStream training don't fade into the recesses of your team's minds, we provide you with enough fast-paced, retention-building drills to fill training classes for several months following MasterStream training. Sales training, like any skill worth developing, is only as effective as the practice and repetition that goes into it!

12) MasterStream produces measurable results.

We're constantly receiving feedback from sales professionals who have increased their production by \$400,000 ... \$600,000 ... \$800,000 ... \$2.4 million and far more — and they attribute their success to MasterStream. One 36-month study showed that MasterStream training resulted in an increase of 100% for novice sales representatives and 50% for veterans — and raised the test division's ranking from 72nd to 10th in the nation!

13) MasterStream is available in all formats.

Whether you're looking for an out of the ordinary keynote talk, a skill-based breakout session, an intensive sales seminar or a comprehensive training program, there is a MasterStream sales training program designed with maximum impact in mind. All programs are fully-customized to directly address the needs and goals of your organization — and crammed full of useful, meaningful advice and practical actions for selling more.

14) MasterStream trainer certification is encouraged.

For organizations wishing to provide their sales teams with in-depth MasterStream training on an ongoing basis — or those with a very large staff to train — we offer a complete "train-the-trainer" program as well as a full-line of training support materials. Your in-house MasterStream Field Guides are able to design and conduct both MasterStream Discovery Sessions and Application Drill Sessions — in the way that works best for you!

15) Fee integrity.

We believe that the best training relationships begin with a good RELATIONSHIP, built on trust, honesty and mutual respect. We want our clients to view us as an extension of their management team — allies ... not adversaries. We treat others as we would expect to be treated — honestly and fairly. To this end, and with great respect to all of our peers and existing clients, our fees are not negotiable.