

BUSINESS DEVELOPMENT SKILLS PROGRAM

**Hosted by Gary Waldron &
Associates and Frabul, LLC.**



WHEN

**June 13th—June 15th, 2022
8:00 am - 5 pm**

WHERE

**Sheraton Framingham Hotel &
Conference Center**

1657 Worcester Road, Framingham, MA 01701

**Conveniently located near Boston
& Worcester, MA just minutes off I-90**

Breakfast (7:30 am) and Lunch served daily

Hotel Rooms available

WWW.FRABUL-LLC.COM/EVENTS

WHO SHOULD ATTEND

**Sales &
Business Development
Professionals**

Inside Sales

Solopreneurs

Sales Leaders

ENROLLMENT FEE

\$4,250 per person

**5% discount for Groups of
3 or more from the same
company**

PAST PARTICIPANTS INCLUDE

Halliburton

Schlumberger

Landmark Homes

CityTV

Fairbanks Morse

CoreTech

Brookfield Properties

Ward Leonard

CBRE

NOV

RBC Bank

WHAT TO EXPECT

Two facilitators providing fully integrated learning designed to “fast track” career development and success. The course content will include:

- **Role Rehearsals** are used throughout the program so participants can put the approach and steps in their words ensuring **buy - in** and **confidence** to use the methods immediately following the session.
- **Case Studies** encourage group discussion and participation.
- **Visual Aids** include: **flip charts** so participation is encouraged, and bullet points become the participants **versus** a canned approach.
- **Videos** to ensure participants are engaged and thinking “**how to**” apply the skills in their situation.
- **Training Materials** customized binders, participant note pads, quick recall cards, handouts, and contests to check trainee **retention** and **performance**.

KEY AREAS OF CONTENT



Dealing with Different
Behavior Styles



Business Development
Process



The Value
Proposition



Prospecting and
Referral Selling



Gaining Access to
Decision Makers



Communication
Skills



The Discovery
Call



Handling
Objections



10 Closing
Methods



Time & Activity
Management

WHAT PEOPLE ARE SAYING ABOUT THE PROGRAM

Your program of sales technique and accountability seems to have been the missing link in achieving the high performance results we were looking for.—*Albi Homes*

In follow-up with our staff, I have found them to be successfully employing many new techniques for getting clients and keeping clients such as warm-up letters for cold calls, developing referrals and gaining appointments. They are recharges with a contagious new attitude.—*CIBC World Markets*

The ability to balance workshops, role rehearsals, videos and fun contests to ensure skill transfer all proved to be an incredible learning and review tool.—*Precision Drilling*

It gives me great pleasure to tell you that our sales to date have increased over twenty percent by incorporating your ideas and techniques on selling and asking for referrals.—*Pointe of View Condominiums*

The result has been a transformation of collecting business cards to proactively, and purposefully developing business. This has proven to be a repeatable and measurable process, giving us a common language and playbook to operate from. The results have been stellar – corporate revenue is up 40% year over year with a continued high level of proposal activity.—*Ward Leonard*

THE FACILITATORS

Gary Waldron, Gary Waldron & Associates



As a consummate business person and entrepreneur with decades of experience on the front lines of business, Gary is proud to have impacted so many teams and individuals. Gary founded GWA 25 years ago recognizing that so many professionals were

not provided with the essential approaches to be successful in business development, leadership, customer service and negotiation.

Gary began on the business side of the music industry and then as a top sales manager and general manager for a group of radio stations. Ultimately, Gary went on to be a founder and shareholder in developing another group of radio stations, once again building and leading the high performance teams to success.

Since inception of GWA, Gary has worked with thousands of individuals and teams - engineers, technicians, financial experts, sales and business development people, senior leadership teams and more - to give them the skills, comfort and confidence to be successful in driving their careers and businesses towards great success.

Chris Spafford, Frabul, LLC



Chris is an accomplished sales leader, with over 25 years of experience in executive leadership roles in a variety of markets. He was instrumental in the growth of Ward Leonard, a manufacturing company

providing motor and control solutions and service to the US Navy, Nuclear, and Oil & Gas markets.

As Vice President of Sales & Marketing at Ward Leonard, Chris hired GWA to provide sales training to his team of Business Development Managers. The result of this effort was measured in millions of dollars in new business during some of the most trying times in the industry. GWA did such a great job with the business development program, they were selected to provide training to the internal team at Ward Leonard on the Legendary Customer Service program as part of the company's investment in enhancing the total customer experience.

REGISTRATION INFORMATION

Attendee(s)

First Name	_____	Last Name	_____
Phone	_____	Email	_____
First Name	_____	Last Name	_____
Phone	_____	Email	_____
First Name	_____	Last Name	_____
Phone	_____	Email	_____
Company	_____	Website	_____
Address	_____		_____
	_____		_____
PO # (ref)	_____		

Registration Fee:

1 Attendee.....\$4,250 pp

3+ Attendees\$4,037 pp

Payment Method

☐ Check - made payable to Frabul, LLC, 67 Oakland St. Wilbraham, MA 01095

☐ Credit Card _____ Exp Date: _____ CVC _____

Referred to this program by: _____

Email form to: cspafford@frabul-llc.com

Brought to you by:



BUSINESS DEVELOPMENT SOLUTIONS

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Wilbraham, MA 01095
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860-294-6272



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www.garywaldronandassociates.com