



SPARTAN TRAINING SYSTEM™

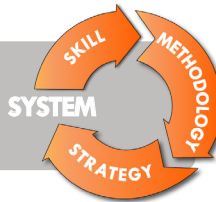
THE SPARTAN SYSTEM

We named our trainings after the Spartans because they were the best—the most elite fighting force in world history. They established a **SYSTEM** of warfare so effective, hundreds defeated thousands, and thousands defeated tens of thousands. A **SYSTEM** so extraordinary it's secrets were hunted like treasure, ruthlessly protected, and replicated throughout the centuries with staggering success. From the spectacular last stand of Spartan King Leonidas to the stunning conquests of Alexander the Great. From the impossible triumphs of Julius Caesar to the crushing victories of General Patton.

THE SPARTAN'S 3 PILLARS OF PERFORMANCE

The Spartans dominated the battlefield by systematizing each stage of combat and simplifying the complexities of battle into a 3-column system called The 3 Pillars of Performance. A **SYSTEM AS APPLICABLE TO BUSINESS AS IT IS TO BATTLE AND AS VALUABLE TO SELLERS AS IT IS TO SOLDIERS**. From Roman Legionnaires to Navy SEALs, elite military and civic leaders have been leveraging this remarkable system by focusing on the same **3 PILLARS** originally deployed by the Spartans:

- 1. SKILL** Mastery of Spartan weaponry—spear, sword & shield
- 2. METHODOLOGY** Uniform battle formations & communications
- 3. STRATEGY** Customized battle plans. Terrain-specific strategies



SKILL + METHODOLOGY + STRATEGY = SYSTEM™

The Spartans knew when they combined weaponry **SKILLS** with a standardized combat **METHODOLOGY** and campaign-specific battle **STRATEGY** that they had a **SYSTEM**. A calculus for winning! A formula for success. They recognized that their greatest competitive advantage wasn't in superior numbers, brute force or bravery. It was their system. the combined training and application of skill, methodology & strategy.

SALES—THE BATTLEFIELD OF BUSINESS™

Like war, business has allies and enemies, weaponry and strategy—battles with winners and losers. And no disrespect to accountants, but the battlefield of business is in the sales arena where there are wins and losses. Triumphs and defeats. And like ancient Spartan Warriors, modern **SPARTAN MANAGERS** trained in the Spartan Selling System [**SKILL + METHODOLOGY + STRATEGY = SYSTEM**] have a distinct competitive advantage over their **SYSTEMLESS** colleagues and competitors who don't.



Patrick's link between sales and history is very entertaining. But more importantly, very relevant to modern sales professionals searching for a principle-based sales methodology and selling system.

—Dr. Stephen R. Covey

SPARTAN MANAGEMENT SYSTEM

Based on the same core principles as The Spartan Military System, The Spartan Sales Training System leverages **THE 3 PILLARS OF PERFORMANCE**—an insanely effective training model as applicable to business as it is to battle and as valuable to sellers as it is to soldiers. Based on this timeless model, Spartan Sales Trainings accelerate skill development and sales performance by equipping sellers with the most advanced prospecting, selling, presenting and negotiating **SKILLS, METHODOLOGIES & STRATEGIES**.



**BUSINESS IS WAR.
SALES IS THE BATTLEFIELD.
BE SPARTAN!**

Patrick Henry Han



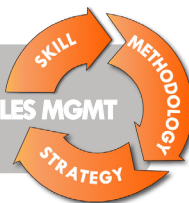


SPARTAN | SALES MGMT TRAINING™

SPARTAN SALES MGMT TRAINING SYSTEM

The Spartans engineered the best military system, managerial model, and training apparatus in history! Likewise, Spartan Managers trained in Spartan Sales Management principles engineer the best selling system, managerial model and coaching process in modernity. Spartan Sales Management Training teaches sales managers and leaders how to “SYSTEMATIZE SUCCESS” by building a selling system based on the insanely effective **3 PILLARS OF PERFORMANCE: SKILL, METHODOLOGY & STRATEGY.**

- 1. SKILL** Managerial, coaching & leadership skills
- 2. METHODOLOGY** Common sales language, methodology & CRM
- 3. STRATEGY** Competitor, compensation & motivation strategies



“ Patrick’s books and trainings provide extraordinary historical examples of leadership. An atlas for managerial achievement.

—John C. Maxwell

THE P⁵ MANAGEMENT MODEL™

The P5 Management Model is a patent-pending process that teaches sales managers and leaders how to systematize essential managerial, coaching and leadership responsibilities around **P⁵ MANAGEMENT PRINCIPLES:**

- 1. PEOPLE:** Recruit, hire, motivate & retain the right people
- 2. PROCESS:** Optimize CRM, pipeline mgmt, reporting & sales processes
- 3. PERFORMANCE:** Standardize training, coaching & performance evaluations
- 4. PERSUASION:** Inform, influence & inspire with effective persuasion skills
- 5. POWER:** Build, balance & maintain managerial power, respect & credibility

TOP 10 SALES MGMT TRAINING TAKEAWAYS

- ♦ Develop and Deploy **THE P5 SALES MANAGEMENT MODEL™**
- ♦ Establish a common language, sales methodology and unified selling system
- ♦ Master **THE TOP 10 SECRETS OF SUCCESSFUL COACHING**
- ♦ Avoid **THE TOP 5 SALES MANAGEMENT MISTAKES**
- ♦ Establish a hiring system to recruit, hire and retain top talent
- ♦ Optimize compensation packages for maximum performance incentives
- ♦ Implement and reward performance standards, goals and expectations
- ♦ Learn how to be hard on problems and soft on people
- ♦ Maximize coaching, management and leadership opportunities
- ♦ Motivate, inspire and achieve individual and team performance goals

“ Spartan Sales Management Training will equip your managers with the skills to exponentially increase the performance of your sales teams. I guarantee it.

—Patrick Henry Hansen

TRAINING AGENDA

- **THE SPARTAN SALES MGMT SYSTEM**
Systems & Success: The 80/20 Rule
Skill • Methodology • Strategy
The P⁵ Management Model
- **PEOPLE**
Recruit, Hire & Retain Top Talent
TOP 10 Secrets of Coaching
- **PROCESS**
Sales Optimization Process™
CRM, Pipeline MGMT & Reporting
- **PERFORMANCE**
Performance Goals vs. Standards
Performance Reviews & Reports
- **PERSUASION**
The Science of Persuasion
Motivational MGMT Strategies
- **POWER**
Build, Balance & Maintain Power



“ Patrick’s use of history is engaging, interesting, and informative—a blueprint for sales and marketing success.

—Gerhard Gschwandter, Selling Power Magazine





SPARTAN | TRAINING LOGISTICS

ENTERTAINMENT!

When evaluating training options, many companies inadvertently overlook the most essential component of successful training: **ENTERTAINMENT!** Bored salespeople make terrible learners! To educate, you must first entertain and sellers who are laughing are more prone to learning. Patrick's use of epic historical events, funny stories, and humorous video clips keep participants engaged, entertained and more capable of absorbing large doses of information.



When people are laughing they're more prone to learning!

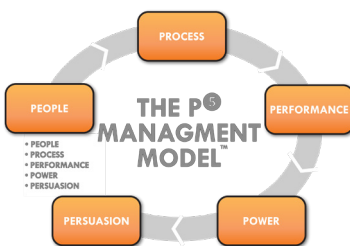
—Patrick Henry Hansen

CUSTOMIZATION

To maximize the ROI and impact of your training, Spartan Sales offers full customization options that integrate product names, prices, competitors, brands and logos directly into the workbook and curriculum, making the entire learning experience more relevant, applicable, memorable and implementable.

THE P⁵ MANAGEMENT MODEL

The P⁵ Management Model provides sales managers and leaders with a process designed to systematize the best managerial, coaching and leadership principles around the 5 P's of sales management: **PEOPLE. PROCESS. PERFORMANCE. PERSUASION & POWER.**



CERTIFICATION

All sales professionals appreciate being recognized and rewarded for their educational efforts. After completing the workshop and post-training eLearning program, sellers receive a signed certification diploma, high quality medal to display, and membership in the online Spartan Nation community forum.



Patrick's prospecting principles teach sellers how to generate leads in an unforgettable manner.

—Dr. William D. Danko

TRAINING LOGISTICS

TARGET AUDIENCE

- Sales Professionals
- Sales Managers
- Sales Enablers
- Sales Executives
- Sales Support
- Sales Presenters

DURATION

- 2-days (Consecutive Recommended)
- 1-day (Split Optional)

PARTICIPANT TOOLS

- Workbook
- Negotiation Planners
- Book
- Tactics Sheets

REINFORCEMENT

- eLearning
- Podcasts
- Mastery Workshop
- Coaching Tools
- Certification
- Videos

DELIVERY OPTIONS

- Instructor-Led Classroom
- Instructor-Led Webinar (Zoom)
- Classroom/Webinar Hybrid
- Train-the-Trainer





SPARTAN SALES | ACADEMY



“ If you don't train em, you can't blame em.

—Patrick Hansen

Patrick founded Spartan Sales in 2000 and has delivered over 1,200 trainings in 22 countries to hundreds of businesses worldwide. His sales trainings and selling system have been embraced by **BUSINESSES OF ALL SIZES—FROM SMALL COMPANIES TO FORTUNE 500'S**. As a former sales representative, manager and executive for multiple technology companies, Patrick introduced sales trainings and selling systems that increased revenue over 100% in each company.

Patrick is a best-selling author and has the unique distinction of being a **RECOGNIZED SALES AND NEGOTIATION EXPERT WITNESS IN UNITED STATES FEDERAL COURTS**. He has a personal library of over 3,000 books, is a former radio talk show host, co-founder of Green Eyes in Africa (a non-pro it orphanage in Cameroon).



“ Rarely does someone capture so many priceless truths in such an engaging and interesting way.

—Zig Ziglar

TRAINING SUITE

SPARTAN | PROSPECTING

Increase the prospecting skills & activity of your sales team to generate more leads & set more appointments, more often!

SPARTAN | SALES

Increase sales by improving the questioning, qualifying, objection management, differentiating & closing skills of your sales force.

SPARTAN | PRESENTATIONS

Develop, Deliver & Differentiate your presentations with The Greek Art of Persuasion: **ETHOS. PATHOS. LOGOS.**

SPARTAN | NEGOTIATION

Minimize discounts & concessions by mastering The Iron Triangle of sales-side negotiation—**POWER, TACTICS & STRATEGY.**

SPARTAN | SALES MGMT

Manage, coach & motivate your sellers with the P⁵ Spartan Management system: **People. Process. Performance. Persuasion. Power.**

