



## Success Tool Chest

A Novacom Company

### **Customer-for-Life** Sales Training Program

*A unique inspiring and disciplined sales program*

*Our Mission: Success tools for leaders.*

#### **You receive:**

1. STC coach facilitates preliminary program meetings and design of a custom one-year incentive schedule for customers and sales people.
2. A 3-6 hour sales skill workshop introducing the program masterminding each part of the sales process as it relates to your industry.
3. Six months of two-hour follow-up workshops.
4. We help you develop and implement an on-going custom coaching system for your people to use now and in the future.
5. Communications skill components, expectation management concepts and mentoring structure built into the program.

Your products and services are aligned with a back to basics sales process in a 3-6 hour initial masterminding type workshop where sales training and coaching systems are agreed too and an incentive program is introduced.

#### **Back-to-Basics Intensified**

1. Prospecting
2. Introduction
3. Discovery, qualifying and expectation management:
4. Presentation and expectation management:
5. Closing, trial closing and expectation management:
6. Paper flow, information flow and procedure:
7. Follow-up and asking for referrals:
8. Socratic Selling: Asking the right questions at the right time: Remember: when a customer asks more than one question in a row, the sales person has lost control of the sales interview.

The focus wheel masterminding approach to sales is a sure way to build a dynamic custom sales strategy and system for your company.



Learn how to find seeds of benefit in adversity and plant them for future harvest.

## What is your specific objective?

1. Increase sales.
2. Improve customer relations.
3. Improve sales paper flow processes and procedures.
4. Inspire your team to attend to details.
5. Design a custom sales training system for your business.

## We Can Help!

Our Coaches are seasoned and inspired professionals. They offer a refreshing outside perspective, shine new light on situations and inspire solutions to challenges.

### Program Pricing:

Contact us!

### Facilitator:

Mike Garska  
President, Managing Coach; Success Tool Chest.  
*Author, Coach, Consultant. Masterminding Specialist.*

Impeccable sales and sales training/managing record.  
*Providing you with a program tested and proven over 20 years in real business situations to increase sales.*

## Testimonials

"Michael's strength is leadership and communication. When he leaves our office, he leaves something of himself behind. I believe that years from now his influence will still be benefitting those who were fortunate enough to take part in one of his programs.

*Jan Beesley, Wireless Wares Sales and Service*

"His motivational skills are sharply honed. His enthusiasm and alternate approach to finding business solutions is refreshing."

*G.A. Derk, Derks Formals and Menswear*

"Your one on one coaching approach with key members of our customer service team enabled Graphic Resources to provide a new level of value added service... Your strategy to use ongoing positive reinforcement and mentoring techniques ensured not only retention of the material but acceptance of the program by participants. We received excellent value for the service Novacom International provided and would highly recommend your program to our business associates."

*Jim Dunn, General Manager, Graphic Resources*

"The services they provide have allowed healthy communication flow between our managers and staff. Teamwork is important to our company and Novacom has enhanced the concept..."

*Ron Simonsmier, President—Alberco Construction Ltd.*

## Success Tool Chest Coaches/Consultants:

### Managing Coach

Mike Garska  
Business Consultant /Coach. Life Coach.  
(Business Analysis, Mastermind Facilitation, Sales Coaching, Communications Coaching, Conflict Mediation, Succession Planning, Business Sale and Acquisition.)

### Coaching Partners:

- ◆ Don Badger (CA) Succession planning. Accounting/Financial Advisor and Personality Traits Facilitator.
- ◆ Roger Breault (MSC, CFRE) Communications.
- ◆ Brian Farrell (CA) Accounting, Business and Financial Analysis Advisor, Mediator.
- ◆ Shawna Hohendorff (SW) Mediator
- ◆ Cathy Sveen (MA) Conflict Management, Mediation

### Masterminding-

*"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."*

*- Napoleon Hill*

*We utilize the mastermind principle to guide your team to achieving the results you expect. Success Tool Chest Focus Programs offer really good information from smart people and allow for an atmosphere of anchoring new healthy habits utilizing natural and gentle peer pressure.*

*"Quality questions create a quality life. Successful people ask better questions, and as a result, they get better answers."*

*-Anthony Robbins*

*With guidance from Success Tool Chest effective questioning techniques guide your sales people to greatness. Building healthy networks and increasing sales becomes easier.*



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# Why utilize a Success Tool Chest Sales Program?

## Developed over 20 years, tested and proven to work!

The facilitator and creator of the program is Mike Garska.

### ***Brief sales resume:***

1975-1979: Door-to-Door Sales (on-off two years total combined) — Chocolates, pots and pans, vacuum cleaners.

1980-1983: Inside Industrial Sales — Pneumatics, hydraulics, drilling rig electrics, airport lighting.

1984-1987: Executive Industrial Sales, Sales Management — Industrial equipment; rentals and sales, specializing in air and compaction. Increased sales 30-50% year over year.

1987-1988: Specialty industrial fasteners, fleet vehicle sales and industrial equipment sales.

1988-1998: Wireless Communications and IVR communications equipment — Business Owner — Hired and trained over 100 sales people and achieved top Alberta and Canada store status. From the trunk of a car the business grew to three stores and from zero to \$3 Million in annual sales within 10 years.

2001-2006: Consulted to and/or coached the sale of ten businesses ranging in price from \$30,000.00 to \$1.6 million.

1999-2009 Coached 100's of people in business leadership and life skills.

*Every sales team Mike worked in or with performed at the top of their particular industry and achieved a 30% or better year over year increase in sales.*

### **Sales and management training:**

Attendance at 1000's of hours in self-selected sales and business training programs including; six months of sales and PR courses at NAIT, multiple private workshops on the sales process, 1 day workshop on closing, multiple coaching workshops, multiple communications workshops, one-year coaching program with Les Hewit, author "Power of Focus", 10 years experience coaching business leadership, business process, communications, and conflict management. *We learn more as a teacher than we do as a student. Over 20,000 face-to-face sales calls completed by the age of 35. Experience is the best education.*

Mike's sales track record is impeccable in selling and training/managing sales teams. References available on request.