

# Lloyd Lofton L.U.T.C.

SPEAKER KIT 2020



Lloyd Lofton L.U.T.C.

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*"I've found there's a method and a way to doing sales and leadership training that's unique to each person. I'm excited to join your next event and energize your audience's approach to sales. With real life experiences and practical steps, every guest will find they're able to perform better - until all their goals are met."*

— LLOYD

## A HISTORY OF OVERCOMING. A DETERMINING LEADER. A PAT TERN OF SUCCESS.

Lloyd is the founder of Power Behind The Sales, a virtual, interactive training platform that delivers engaging courseware, teachings skills necessary to improve and be more productive in sales, marketing and leadership. He has been interviewed by the Wealth Channel through American College, Annuity News Now and is a frequent contributor to industry related magazines such as ThinkAdvisor, InsuranceNewsNet, NSIFA, and American Retirement Initiatives.

Lloyd started with John Hancock in 1977 as a debit agent; he has 30+ years of door-to-door, business-to-business, call center and needs based selling experience. Lloyd managed his own agency, led carrier distributions generating 50m a year in new premium, and he is the former president of the Senior Insurance Marketing Association.

Lloyd is the author of "The Saleshero's Guide to Handling Objections", voted **1 of 11 Best New Presentation Books to Read in 2020** and **1 of 73 Best New Presentation Books of All Time** by BookAuthority. He dedicates his time teaching and helping other sales professionals reach their goals. Expect him to bring high energy, actionable insights and dynamic outcomes to ignite you and your team.

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TO DATE

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# CUSTOM PROGRAMS

## ▶ SALESPEOPLE

In today's marketplace, it is not enough for a company to provide excellent products and services. The strategic difference between competitors is the quality of the customer relationship developed and maintained by the Sales Professional as well as the customer and company relationship. Lloyd will walk your team through skills they "will" do, rather than one they can do.

## ▶ MANAGERS

Managers are more involved in the day-to-day challenges, this means fighting their way past the obstacles they encounter. Sometimes the biggest obstacles to their success is themselves! Lloyd will make sure all the moving elements come together creating a true win-win situation for all concerned.

## ▶ LEADERSHIP TEAM

Much of the world has its defenses up to keep out new ideas. Your team needs to become warriors and do what's necessary to succeed. Lloyd will strengthen your leadership team into inspirational leaders that compell action, and draw a renewed vision propelling your organization into a culture of commitment.

Any of these programs can be customized to your specific organization, model or goal. Any of these programs can be hosted as a workshop, seminar, series or webinars courses



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# PROGRAMS FOR SALESPEOPLE

## ▶ SEVEN STEPS SALES PRESENTATION WORKSHOP

Understanding how to approach prospective customers, determine their needs, gain their commitment to solve the problem the prospect identified and create customized product portfolios to meet those needs will enhance business retention and distinguish your teams as highly trained professionals.

The 7 Step Sales Presentations is a proven formula to successful selling, while integrating each person's unique personality. Lloyd will instruct your team through all selling stages: Approach, Qualification, Commitment, Sales Presentation, Script design, Pre-close, Close, Introduction/Referral.



## ▶ THE FORMULA TO MAKING 100K A YEAR, CONSISTENTLY

In this program Lloyd demonstrates the formula top salespeople use and the action they need to have in their business plan and bring awareness to the 3 things they cannot control and the 3 things they can control, as well as the variables to hit their \$100k income goal.

Participants in this program will walk away with:

1. A specific income formula that motivates and inspires them
2. Define what "product" they market
3. A specific activity plan to drive that leads to their income goal
4. An objective way to track their progress

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## HANDLE OBJECTION WITH 10 SAMPLE REBUTTALS AND CLOSE

In this program Lloyd coaches your team to explore these common problems sales people have. Have you come across these obstacles?

- Do you make presentations and your prospects don't act?
- Do prospects tell you they want to "think about it"?
- Have you given the price of your product/services and the prospect says they want to compare?
- Has your prospect told you they need to talk to someone else before they buy?

In this program Lloyd will coach your team to learn and apply

1. Four basic objections
2. Two types of objections
3. Two forms of objections
4. 10 sample rebuttals and sample closes



### LET'S WORK TOGETHER:


Have an event coming up? Contact me to brainstorm some ideas **today**.

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# DYNAMIC, INCLUSIVE & MEMORABLE EVENTS



## CAN PREDICTABLE BUYING BEHAVIORS LEAD TO RESULTS?

Sales people are constantly trying to figure out the one thing that will motivate their prospect to buy. Lloyd will coach your team to develop and utilize buying behavior insights:

- What Are Predictable Buying Behaviors
- What markets are predictable
- What buyers are predictable
- How to do more of what is working and less of what isn't to generate leads
- How to match your marketing with your sales presentation to increase your production
- How to rule prospects "in" instead of ruling them "out"



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## 4 THINGS SENIORS ARE CONCERNED ABOUT & HOW TO ELIMINATE OBJECTIONS

Have your team lean into a fresh look at the senior market, with new engaging conversation backed up by applicable insights found in “Predictable Buying Behaviors” that will transform the way they look at selling to seniors.

You team will walk away with...

Specific words to use in their script | Specific dynamic phrases to use in their presentation  
Dominate buying motives of everyone they “sit” with | How to stop “closing” and start writing business

In this program Lloyd coaches your team and transfers the following skills:

1. How to set yourself apart from the “regular” salesperson
2. Avoid the headache of a Senior Medicare script everyone else is using
3. Powerful Tie-down question where Seniors tell you “what” they want to buy
4. Dynamic Trial-close statement to “eliminate” the most common objections
5. Obvious predictable buying behavior others “don’t see”

If you team members are like most salespeople, they learned a “script” over the years and while they have not gotten the results they have wanted, they continue to use it. This program will help them move away from the “script” and start to help them produce results they’ve never had before.



## “STUMP LLOYD” CHARITY BREAKOUT WORKSHOP

Add a unique and entertaining session to your next event: The Stump Lloyd Charity. Participants can challenge Lloyd on any prospecting, presentation, phone, or objection they have ever received that has hampered or prevented them from closing a sale. Lloyd demonstrates his ability to turn every objection into a sales opportunity!

Participants will be chosen from a lottery for a private 30 minutes session with Lloyd. Event tickets are raffled off for \$50 a ticket to participants prior to Lloyd’s program. Proceeds of the raffle are donated to the organization’s favorite charity.

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# PROGRAMS FOR LEADERS + MANAGERS

## ▶ **WRITING A BUSINESS PLAN SEMINAR**

A journey of a thousand miles starts with a single step. This first step is to approach the managing and building of your sales office with a business plan that tells you where you are going and shows you if what you are doing will get you where you want to be. In this program Lloyd guides your managers through the process to: Develop a business plan; Break their business plan down into a daily/weekly plan; and Become familiar with the same resources their team will be expected to use. Lloyd will help them develop business plans, goals and train their team to do the same.

## ▶ **PHONE TRAINING WORKSHOP**

In this program your team will develop the skill to train their team on phone techniques to get more appointments, set more presentations and, if selling online, close more business. They will learn the principles that change habits in our teams, the “tell, tell, show, show” method: “Tell” them how to make the phone call, “Show” them how to set appointments. Habits are created by the repetition of doing something. By having your ‘phone technique training’ new people soon develop the habit of setting their week up, resulting in a successful week, month and year.



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## ► FIELD TRAINING WORKSHOPS

A successful principle in growing team skills is to train them on the things you want them to do the most, in the order you want them to do those things. In this program your managers will learn how to not make a ceremony of these discussions, and the questions to find out what the trainee thinks were the weak points and strong points in the presentation.

Your managers will leave this program knowing how to:

- Limit their discussion to one idea or point at a time and making sure that the point is understood by the individual before moving on.
- Be patient and understanding but point out the correct way. If your managers find themselves saying the same thing over and over with nothing changing this is the program for them.

As managers our team can only duplicate what they see us doing today. In this program Lloyd coaches your managers to develop the skills to Learn to observe & Learn to critique. Your team will leave this program with an action plan to get better results and growth from their field sales.

Lloyd brings real world sales and leadership experience with professional content and an engaging delivery. Unleash the power behind the sales of your organization and have your sales force moving past the paralysis of analysis and indecision, and into action that gets positive results.

**LET'S CHAT. SCHEDULE 15 MINUTES NOW!**



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# TESTIMONIALS



“Working with Lloyd was an absolute joy, his professionalism, knowledge and training aspects were very helpful. His tactics and techniques were thought provoking, motivating and positive for any professional looking to excel in their field. Lloyd is an excellent communicator and motivational speaker to any office or team looking to boost their sales and self development. He is well focused, polished and adds a fresh sense of structure to old concerns that can pull any team through, until the goal has been met.”

**- Shane Storch, Founder at Neatsocks. com**




“Lloyd knows his business. He is a consummate professional, diligent in his practice and has a flair for making it fun. I have learned how to better attract a tribe, engage them and keep them coming back for more. If you want more engagement from your prospects, talk to Lloyd.”

**- Mike Sena, CFP® Fee-Only Certified Financial Planner (tm), Author, Speaker, Polo Player.**



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# TESTIMONIALS



"Lloyd is an excellent trainer and taught me the basic fundamentals of selling in a fun and upbeat way! He's a great leader, teacher and motivator. His powerful personality and strong sales drive is truly inspirational! I'm grateful for all I've learned from him."

**- Joni Postlewaite, Insurance broker at Premier Health Insurance**



"The first time I sat in a training that Lloyd was conducting, I could see the extreme passion he had for sales. He is a very motivational and out-of-the-box kind of leader and trainer that inspires everyone he touches to reach their fullest potential in their careers. Lloyd's high enthusiasm and high energy is a great quality that he shares with everyone."

**- Kelly Johnston, Senior Account Manager at Wellmark Blue Cross and Blue Shield**



AS SEEN ON



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► CLIENTS:



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