

# ADVANCED SALES TRAINING

## *Skills for Sales Teams and Sales Managers*

The best salespeople are able to listen effectively, see what the customer needs, and describe their product in a way that solves the customer's problem. It's not easy to do well, and often takes years of practice and training. It's impossible to do when the salesperson is under stress: worried about quota, nervous about missing an important sale, preoccupied with family or finances, or tense about new product implementation.

Skill and knowledge are not sufficient to excel. Mastery of one's reactive process is essential. Many great athletes make the pros, but then fail because they are "head cases". They go into a slump, and can't come out due to feelings of defeat. They press too hard. Or they feel overwhelmed by the task in front of them. Fortunately there are tools and techniques that can be used to overcome these stumbling blocks.

A salesperson who learns to overcome his weaknesses can mean the difference between barely hanging on, and bringing huge revenue increases to your group and your company. We have trained hundred of salespeople and sales managers at companies like GE, Yahoo!, EMC, and made them more effective at their craft.

- Learn how to recognize and minimize feelings of stress on the spot (right before sales calls, during sales meetings)
- Understand and communicate more effectively with a wide range of clients
- Manage physical and mental stress using simple breathing and relaxation techniques that can be done in just a few moments
- Achieve significant relief from chronic pain, high blood pressure, and insomnia
- Increase mental focus and productivity amidst 24/7 hyperconnectivity and distractions



David and Karen Gamow

David and Karen Gamow are two of the leading corporate stress and meditation trainers in the United States. They have personally trained over 25,000 people in these methods in a wide range of settings from high-tech to the government. For years, their training has been an integral part of management development programs for NASA, SSA, and GE Healthcare. They have provided training for the military and UN peacekeeping support. The Gamows' presentations are consistently among the highest-rated trainings an organization provides its people. Authors of *Freedom from Stress*, their work has been featured in *Gannett News*, *Industry Week*, *Investor's Business Daily*, and *Money Magazine*.

"I highly recommend your training. These are critical skills for achieving our goals with greater clarity of mind, without losing our sense of humor or health along the way."

—Jeff Fanselow, Manager  
*Learning & Development, CBS*

"David and Karen Gamow are superb facilitators whose workshop receives rave reviews throughout Yahoo! They've been instrumental in successfully integrating new employees into the Yahoo! family, while helping raise everyone's spirits when the going gets tough."

—Phil Quigley, Yahoo!  
*Talent Development Manager*

"I work with hundreds of the finest trainers in the world. Your presentation is in the top 10%. You really motivate and change managers. Your enthusiasm shines through; the effect is dramatic."

—Robert Cancalosi, Global  
*Chief Learning Officer, GE Healthcare*

### —Clients include—

NASA • Citrix • Yahoo!  
CBS • SRI • Cisco  
Nokia • Juniper Networks  
GE • Genencor • Gilead  
Altera • Hitachi • U.S. Army  
Stanford Linear Accelerator  
Plantronics • IBM  
Wilson Sonsini Goodrich & Rosati  
U.S. Army • Marines  
Denver International Airport  
American Heart Association



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## **Learning and behavioral objectives**

1. Learn how to recognize and minimize feelings of stress on the spot (right before sales calls, during sales meetings).
2. Gain mastery over your mind and emotions, so you can remain calm at the moment of conflict or confusion, and prevent situations from escalating.
3. Respond appropriately and with focus even when faced with interruptions, deadlines, and competing demands on time.
4. Reduce the effects of negative emotions on sales visit and interactions.
5. Respond to critical situations more clearly and impersonally.
6. Understand and communicate more effectively with a wide range of clients.
7. Use breathing methods to increase mental focus, and reduce dependence on unhealthy methods of alleviating stress (anger, withdrawal, alcohol, caffeine, avoidance, etc.)
8. Achieve significant relief from insomnia high, blood pressure, pain, and other stress-related conditions that interfere with both productivity and on the job demeanor.
9. Increase mental focus and productivity amidst 24/7 hyperconnectivity and distractions.

### **Instructional strategy:**

The training is a combination of lecture, experience of techniques, Q & A, and voluntary interaction between the instructor and participants. Participants experience exercises and ideas as observers/scientists, and are encouraged to test them for themselves, in the classroom. The lecture portion includes humor and motivational periods, and is characterized by participants as engaging and fast-paced. The program is both entertaining and challenging, with the often-achieved goal of a significant and dramatic shift in understanding and insight.

### **Course content:**

The training consists of two approaches to stress: cognitive and physiological. The cognitive training culminates in a 4-step process developed at Harvard that helps participants break the cycle of responding to challenging situations in stressful or non-productive ways. Participants gain an understanding of the mind and its habitual, unconscious responses to external challenges, and also learn how to consciously choose a different response. To the extent that stress is a feeling of being out of control, stress is reduced as we gain mastery over our responses, even in small ways.

The second prong of the training is hands-on practice in a number of relaxation, breathing, and meditation techniques that are clinically proven to reduce stress and enhance mental focus. Participants are also trained to relax the body at will, relieve physical tension, and relieve or eliminate pain. Other benefits include reducing or eliminating insomnia, reducing blood pressure, and enhancing resilience.



David & Karen Gamow  
Clarity Seminars  
240 Monroe Drive, #215  
Mountain View, CA 94040

Dear David & Karen,

Thanks so much for your recent trainings at our San Francisco and Fort Lauderdale offices.

The techniques and skills you share are very effective and beneficial. As you know, we work in a fast-paced, fast-changing business environment. I believe that these are critical skills for achieving our goals with greater clarity of mind, without losing our sense of humor or our health along the way.

The feedback I've received from the participants was equally positive and reiterates my comments above. While it has been some time now since I attended the pilot session you provided, I can add from my own personal experience that I am able to deal more effectively with difficult situations and people, as well as with my always substantial workload.

We have a savvy audience when it comes to training, having hosted some of the most noted speakers and authors in the country, and I heard from several participants that your presentation was one of the best they'd experienced.

I highly recommend your training. We look forward to bringing these benefits to more employees throughout the country this fall and in the future.

Sincerely,

A handwritten signature in black ink that reads "Jeff Fanselow".

Jeff Fanselow, Manager  
Learning & Development  
CBS Interactive



Dear Sir or Madam,

David and Karen Gamow of Clarity Seminars represent a rare breed of professionals who not only execute the “nuts and bolts” of their stress/personal management workshops flawlessly, but serve as trusted and valued growth partners to staff members throughout our organization. That’s because they quite literally practice what they preach — teaching timeless self management principles designed to help us reduce stress while gaining control of our work and personal lives, get more out of living in general, and have fun in the process. Moreover, they share lots of examples from their own careers, resulting in a rich and penetrating learning experience. Finally, they live their daily lives in harmony with their professional advocacy—they “walk the talk”.

They also just happen to be superb facilitators who deliver an inspiring and informative workshop that receives rave reviews throughout Yahoo! They make it a point to understand our business basics...objectives, strategies, execution plans, competitive activity... to help tailor their delivery to our unique needs They’ve been instrumental in successfully integrating new employees into the Yahoo! family, while helping raise everyone’s spirits when the going gets tough.

I wholeheartedly recommend David and Karen to you...they truly deliver a great workshop! I’m honored to have attended and sponsored them throughout Yahoo!

Sincerely

A handwritten signature in blue ink, appearing to read "Phil Quigley", is written over a large, stylized blue "Y" shape.

Phil Quigley  
Yahoo!  
Talent Development Manager  
701 First Avenue  
Sunnyvale, CA 94089





Hyatt Sainte Claire  
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302 S. Market Street  
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David and Karen Gamow  
Clarity Seminars  
240 Monroe Drive, #215  
Mountain View, CA 94040

Dear David and Karen,

I just wanted to thank you for your excellent training. It was riveting and highly motivational. In fact, it was the best stress-management program we've ever offered. Most programs are heavy on theory and talk, and light on practical tools. Yours was just the opposite. Your training was much more than stress-management. The skills you gave our managers will enable them to communicate much more sensitively with others, and to better manage their teams.

Your program is ideal for helping us retain our valuable managers, and save them from burnout or job dissatisfaction. It provided our people with invaluable skills to manage their workloads and their staff effectively. Thank you for helping us communicate our support for our managers' personal and professional development.

I recommend your training highly.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. Hyde".

Mark W. Hyde  
Hyatt San Jose  
Director of Human Resources



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David and Karen Gamow  
Clarity Seminars  
240 Monroe Drive, #215  
Mountain View, CA 94040

Dear David and Karen:

Thank you for presenting at our Western States Affiliate's Executive Team annual planning session in July. What a pleasure it was to learn from the two of you and benefit from the concepts and techniques you have mastered in effectively managing stress. The feedback on your session has been very positive and, as one of our tenured senior staff members shared, this was the best session she has participated in during her 20 years in terms of personal and professional impact.

There was spirited audience participation, which we very much appreciated. I also appreciated how willing you were to help our people gain insights, and to patiently listen to and answer their questions.

We have been working on accelerating progress in shaping an even greater level of personal and shared accountability aligned with the results we are committed to achieving as an organization. We know that we have the talent, desire and capabilities across our organization. What we were most hoping to gain from your session was what you provided us — the critical dimension of *how* to actually make the kinds of personal changes we need to become more effective managers and leaders. It was perfect for equipping our team with the hands-on tools for gaining greater control over our reactive process and how to choose appropriate responses when under high levels of stress. You provided helpful insights into how to bring the best out of ourselves — and our staff and volunteers. Many people commented to me afterward that this was something they very much appreciated and that it came at just the right time for us.

You were a pleasure to work with as presenters. With a last minute room re-arrangement, you were calm and cheerful, and put me at ease. It was a happy sign that you practice what you preach. I highly recommend this training for any group serious about helping their managers become better leaders. These are essential tools for work, and for life.

Sincerely,

A handwritten signature in black ink, appearing to read "Sheree Chiang". The signature is written in a cursive style and is placed on a light yellow rectangular background.

Sheree Chiang  
Senior Vice President, Human Resources



Genencor International, Inc.®

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David and Karen Gamow  
Clarity Seminars  
240 Monroe Drive, #215  
Mountain View, CA 94040

Dear David and Karen:

Thank you so much for an excellent seminar. I can see why this course comes highly recommended. I add my recommendation as well.

So many programs on stress or work/life balance can be one-dimensional. They talk about specific problems and what to do in each one. This is fine, but then whenever something new comes up, people are left high and dry.

Your program teaches people a new perspective that makes it much easier to handle challenges of any kind, small or large. It's so much more useful! I really feel that each attendee received real tools that can make an immediate difference in both their work and personal lives. I know the participants felt the same way, from the immediate feedback I received after the program.

We look forward to having you back again soon.

Sincerely,

A handwritten signature in cursive script that reads "Debra Hardison".

Debra Hardison, Human Resources  
Genencor International

David and Karen Gamow  
Clarity Seminars  
240 Monroe Drive, #215  
Mountain View, CA 94040

Dear David and Karen:

Thank you for providing an excellent and highly-rated program for our managers. I heard many extremely positive comments afterwards, from a tough audience of people who are fairly discerning about how they spend their training time.

The most frequently heard comments were “excellent, practical, informative, inspiring, thought-provoking.” The program was surprisingly fast-paced and totally engaging — the time simply flew by.

One of our managers said, “I frequently leave a seminar thinking, ‘Was that it?’ I came in to today’s training session stressed, but found the presentation so engaging, I could not focus on anything else. I am excited to try these exercises and techniques!”

People owe it to themselves, their co-workers, and their loved ones to acquire these skills. Practicing them would transform any workplace—and people’s lives— for the better. We look forward to implementing these skills, and bringing your training to more of our employees.

Sincerely,



Pam Delnevo  
Training and Development Coordinator





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## Course outline

*This outline is for a complete 3.5 hour training.  
The course can be taught in a shorter period, but this is the  
most effective length for retention and participation.*

- 0:00-1:20**    **Part 1: Physiology**  
Brief overview  
Scientific research on stress, and benefits of what participants will learn today  
Guided practice session  
Q & A on techniques
- 1:20-1:30*    *Break*
- 1:30-2:35**    **Part 2: Cognitive skills for resiliency: Self-mastery in daily life**  
Commonly held perceptions that dramatically increase negative responses,  
    such as anger, fear, or stress  
Becoming aware of habitual reactions that derail our effectiveness  
Learning to step back: how to move into seeing the bigger picture before reaction  
A 4-step process developed by a Harvard M.D. for learning how to choose  
    our responses consciously, even under high-stress conditions.  
Exploring real-life applications in work and life  
*(voluntary classroom participation, not role-play)*
- 2:35-2:45*    *Break*
- 2:45-3:20**    **Part 3: Physiology**  
Guided practice session  
    (two additional techniques, and full-practice, shortened version)  
Detailed: cognitive and physiological benefits of each of the techniques
- 3:20-3:30**    **Closing**  
Closing Q & A/Evaluations

*Handouts:*    *Clinical research*  
*Guided breathing, relaxation, and meditation techniques (CD)*  
*Benefits and applications of techniques*  
*In the heat of battle: cognitive skills for self-mastery under pressure*



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## Fee Schedule

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3.5 hour seminar	\$2,400
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\*Local rate for San Francisco Bay Area. For programs requiring an overnight stay, conferences, large groups, or multiple programs, please call for pricing.

**Additional notes:**

Recommended maximum is 35 participants.  
More people can be included if needed.

Shorter program lengths are possible; pricing is the same.  
3.5 to 4 hours is the recommended length.

These rates are for the training session, and not per person.  
All handouts and CDs are included.

Training is best done in the morning when possible.