

The MasterStream® Method

Sales & Marketing Skills for Human Development Professionals

Certified MasterStream® Practitioner Training Program Briefing

The Situation —

Every day, human development professionals all around the world lose business they could have closed... and their problem isn't what they think it is. They aren't paying attention to the most critical factor in selling... the crucial ingredient that determines what their prospects will buy, and when they'll take action. They don't know what it is... and even if they did, they wouldn't know what to do about it. We do — and for the past 25 years, we've been training sales professionals in every industry how to harness prospect productivity through our proprietary method ... MasterStream.

Consistently described as the most logical, practical, & comfortable approach available anywhere, the MasterStream Method has helped thousands of professionals from coast to coast and across the globe close more business in less time. Regardless of the approach you're currently using — regardless of the results you're currently getting — MasterStream will immediately improve your sales performance.

The Designation —

The Certified MasterStream® Practitioner (CMSP) designation equips the professional to integrate the MasterStream Method into their sales and marketing efforts, and has been specifically designed for individuals in the human development industry. This program also serves as the prerequisite for individuals working towards certification as a MasterStream Trainer.

The Certified MasterStream Practitioner Curriculum —

All candidates begin by completing basic Certified MasterStream Practitioner (CMSP) training which can be repeated as often as you would like at no additional fee.

The 6-week CMSP Telecourse:

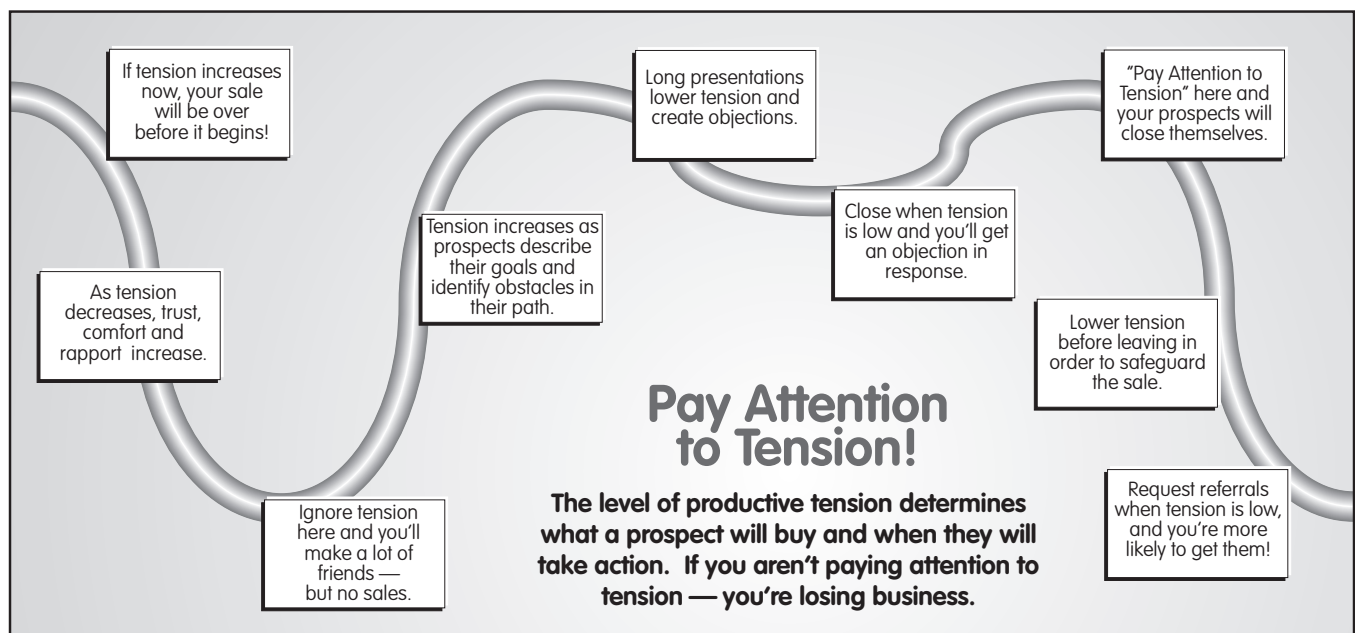
Candidates for the CMSP designation attend a 6-week telecourse. One session is held each week, on Wednesday afternoons from 6:00PM to 8:00PM Eastern Time. All sessions are recorded so that candidates can review the coursework whenever they would like and enable candidates who cannot attend a live class to listen to the sessions at their convenience. All sessions involve both pre-session and post-session assignments. Quizzes are conducted throughout the course, as well as a comprehensive final exam.

- Session 1 – Fundamental Concepts of the MasterStream Method
- Session 2 – Basics of Tension Management
- Session 3 – The Path of Self-Discovery
- Session 4 – The Strategic Framework I
- Session 5 – The Strategic Framework II
- Session 6 – Applying the MasterStream Method

What will the program enable you to do? —

- Understand the key role that productive tension plays in every sales situation.
- Identify the level of productive tension each of your prospects is experiencing and the issues at its source.
- Monitor and manage each prospect's level of productive tension throughout the entire sales process.
- Create and deliver a strong opening statement that targets a prospect's source of tension.
- Formulate and pose a line of questions that stimulate productive tension while revealing important information.
- Develop and deliver a focused, streamlined solutions presentation that optimizes productive tension.
- Secure an objection-free commitment and protect the sale from post-meeting deal-stealers.
- Enhance and expand the relationship with every client.
- Gather more qualified referrals from the existing client base.
- Profile their client base, prospect base and lead sources using productive tension as the key qualification.
- Reduce the sales cycle to the shortest possible timeframe.
- Increase your closing rate, making yourself much more money.
- Eliminate the key sources of frustration which prevent you from building your business and enjoying your career.

What common mistakes will the program help me prevent? —



The Schedule —

For information on the next Certified MasterStream Practitioner telecourse, please contact the person who gave you this flyer or Linda Napier at 888-8-NAPIER for dates and times. Candidates who are unable to attend a class can, of course, download and listen to the recordings and email any questions they have directly to Mr. Napier.

Tuition & Fees —

The tuition for the CMSP telecourse is \$595 — or FREE for Gold Team Certified ChangeWorks Practitioners — and includes:

- Six 2-hour telesessions
- Access to recordings of all telesessions
- Unlimited repeats of the training course at no additional charge
- Certified MasterStream Practitioner Training Manual
- Pre-Training Skills Self-Assessment ChangeGrid
- "The MasterStream Method" 284-page e-book
- Direct access to T. Falcon Napier for one-on-one guidance during your initial course

To enroll, contact the person who sent you this information, or call Linda Napier at 704-987-6500.