

Cohen Brown Performance Results Network 2022 Fourth Quarter Calendar of Events

PLEASE NOTE: All sessions will occur according to the schedule below, unless designated as a Facilitator Session or specifically noted by times listed below the description.



Times of All One-Hour Sessions: (Unless otherwise noted)

(Until November 6)

8:30 AM – 9:30 AM Pacific Time
9:30 AM – 10:30 AM Mountain Time
10:30 AM – 11:30 AM Central Time
11:30 AM – 12:30 PM Eastern Time

8:30 AM – 9:30 AM Pacific Standard Time
9:30 AM – 10:30 AM Mountain Standard Time
10:30 AM – 11:30 AM Central Standard Time
11:30 AM – 12:30 PM Eastern Standard Time

Retail Sales Process Core

Process Reinforcement for
Sales Leadership

Maximizing Your Coaching

December 8

You wake up in the morning, make coffee, get the paper, pour the coffee, read the sports page, and head to the shower. This is your routine. Routines allow us to be consistent and efficient, while becoming the best of the best. The same applies to our daily and weekly coaching skills, which we will discuss during this session. Perfecting your weekly meetings, huddles, debriefs, and scriptwriting will be our focused topics.

Process Reinforcement for
Bankers

Converting Closed-Ended Questions

45-Minute Session

October 20

The 1st exercise in this workshop will ask you to create closed-ended questions. Those questions that are answered with a yes, no or limited response. You will then convert the closed-ended questions into open-ended and doubt-creating questions. Open-ended and doubt-creating questions will allow you to uncover more information from your clients/members and will provide them with the rationale for providing honest responses to your questions.

Commitment to Follow-Up

November 9

Following up with your clients/members/prospects can be one of the biggest sources of business generation and is the center of World-Standard service. The commitment to follow-up is a behavior that must be embedded with each sales and service professional.



PRN Workshops

<input type="checkbox"/> Converting Questions (45-Minutes)	October	20
<input type="checkbox"/> Commitment to Follow-Up	November	9
<input type="checkbox"/> Maximizing Your Coaching	December	8

