Sales Professional
TRAINING CAMPS
Mar 6-8, May 15-17, Aug 14-16, or Nov 13-15
2018 *in Dayton, Ohio*

Featuring: The Four Pillars of the Sales Profession™

2-1/2 days of practical skills, tools and fundamental disciplines that are essential for sales professionals and a productive sales team.
Included in this course:

Pillar I - Personal Disciplines
Learn the 24 disciplines needed as a professional sales person. Taking personal ownership of these will assure consistent actions and maximized results in your territory or area of sales responsibility. Sales is an individual sport where you must employ your own workout regimen and have a personal work ethic for brilliant performance and continuous improvement! These sessions will inspire personal change and improved time management.

Pillar II - Relationship Skills
People buy from people that they like and trust. This course will sharpen core communication skills and drive home the importance of active listening! Highly engaging sessions will help you build relationships and skillfully adapt to all types and styles of customers.

Pillar III - Strategic Selling
Attendees will gain a clear understanding of the big picture and the full range of responsibilities expected of sales professionals. Prospecting, account penetration, follow-up, service, and CRM will all be addressed. We will focus on territory management and implement formal strategic planning for key, major accounts.

Pillar IIII - Tactical Selling
Includes a full day, target account workshop where each person selects an actual customer and will pre-plan for the next call with that customer. Using the workbinder, discussion, and help from peers, managers and the trainer; each will complete a written pre-call plan. Includes a high impact role-play session - recorded digitally and professionally critiqued! We will also work on skillfully responding to objections and negotiation ploys.

This training will inspire immediately and have significant long term impact - changing behaviors and building consistent professional selling disciplines!

"Truly, I have never known a really successful man who deep in his heart did not understand the grind, the discipline it takes to win." Vince Lombardi

Agenda
The Four Pillars of The Sales Profession™
SALES PROFESSIONAL TRAINING CAMP
Four dates to choose from, 2018

DAY ONE

8:00 a.m. Welcome and Opening
The Four Pillars® Concept
PILLAR I – PERSONAL DISCIPLINES
Personal Disciplines Checklist
Establishing Vital Regimens
VITAL Regimens prescription
DISCUSSION: CRM – Customer Relationship Management

9:45 a.m. Break

10:00 a.m. Territory Management
REGIMEN 1 Reporting Actions
REGIMEN 2 Time Management
PILLAR II - RELATIONSHIP SKILLS
Communication, Listening

12:00 p.m. Lunch

12:45 p.m. Relationship Model
WORKSHOP: Strengths and Weaknesses of your style
WORKSHOP: Your strategy to sell to the other styles

2:45 p.m. Break

3:00 p.m. PILLAR III – STRATEGIC SELLING
Customer Lifeline
Marketing, Selling, Serving
REGIMEN 3 Prospecting
REGIMEN 4 Evaluation of Territory
Formal Strategic Account Planning
REGIMEN 5: *Select 3-7 Strategic Accounts and begin formal planning with tool 3.1E or in your CRM*
PILLAR IIII – TACTICAL SELLING
Customer Process/SELL Process
Introduction and target selection

5:00 p.m. Adjourn

DAY TWO

8:00 a.m. PILLAR IIII – TACTICAL SELLING
SELL Pre-Call Planning - (offense)
Begin Target Account Clinic
Sales Call objective **WORKSHOP**

9:45 a.m. Break

10:00 a.m. START step **WORKSHOP**
EVALUATE step **WORKSHOP**

12:00 p.m. Lunch

12:45 p.m. LEVERAGE step **WORKSHOP**
Benefits and Value Formula
LOCK step **WORKSHOP**

3:00 p.m. Break

3:15 p.m. SELL Defense
Overcoming objections - (defense)
REGIMEN 6: For every call

4:30 p.m. Role-play assignments

5:30 p.m. Adjourn
Evening assignment:
Role-play preparation

DAY THREE

7:45 a.m. Final role-play instructions
8:00 a.m. Role-play breakout

11:00 a.m. Final session
Building Blueprint
Practice and ongoing development
VITAL Regimens worksheet
Award Certificates/Evaluation

11:45 a.m. Adjourn

SALES PROFESSIONAL TRAINING, INC.

Who should attend:

Sales Professionals: Outside sales/account managers, career sales both rookie and veteran. This is perfect for brand new sales people and is totally applicable for experienced sales people. *(note: All professional athletes attend training camp every year!)*

Sales Managers: Managers and leaders should attend to learn the tools and disciplines offered so that they can coach and reinforce them ongoing after the training. *All attending sales managers/leaders also receive a Follow-up Guide and personal help directly from the trainer to help leaders implement and build the Four Pillars structure into your sales team and corporate culture! This course is not a 'one time shot'.*

Sales Support: Product specialists, rental, parts, and any positions who work with the sales team to make joint calls or proactively contact customers will benefit greatly from this course.

Your coach and trainer:

Don Buttrey, President of Sales Professional Training, Inc.

Don is a no-nonsense, powerful teacher who relates sales skills so effectively that both rookie and veteran respond immediately and never get bored. He is a gut-level coach with extensive real-world sales and territory experience. He uses no corny or hokey techniques - just hard work on the proven basics...sales fundamentals! Front-line sales professionals always give him high marks and indicate that his sales training is "the best they have EVER attended!" Call him directly to ask any questions and to confirm that this is the right training for your team! Call Don today at 937-427-1717 or email *donbuttrey@salesprofessionaltraining.com*

"The key to coaching is not what you do, but the way you do it. The intangibles, the motivational parts of the game are the most important part of it." Rick Pitino

Initial planning details:

Location: Details for travel and to book lodging will be provided in a confirmation e-mail that each registrant is sent immediately after registration is received.
The training will be conducted in a meeting room at the same motel. Many restaurants are within walking distance from the motel.

Drury Inn & Suites Dayton North; 6616 Miller Lane Dayton , OH 45414

The motel is 5 minutes via cab from the Dayton Intl. Airport (DAY).

CANCELLATION POLICY: Cancellations can be rescheduled to the next event at no added cost - however, cancellations less than 10 days prior to the event are subject to an $85 catering commitment fee. Refund check requests are subject to a $50 handling fee.

It's Easy to Register! **4 camps in 2018**

The Four Pillars of the Sales Profession™

Mar 6-8, May 15-17, Aug 14-16, or **Nov 13-15**

-Dayton Ohio $945 per person

Seminar includes 2-1/2 days of training materials, a complete workbinder, electronic course tools, all breaks and lunches during the seminar. Travel and lodging not included, but a special hotel rate ($144.99) has been negotiated for you! All hotel and travel directions are included in the e-mail and attachment you will receive after you register. Space is limited to 50 attendees so register early!

Best way to register is online:

https://goo.gl/UieVbc

Or you can FAX this page and completed form below to: 410-263-1659

SELECT DATE CHOICE ___Mar. 6-8 ___May 15-17 ___Aug. 14-16 ___Nov. 13-15

Attendee(1)name _____

email address _____

job title _____

Attendee(2) name _____

email address _____

job title _____

Attendee(3) name _____

email address _____

job title _____

(For additional attendees, please send separate list)

Company _____

Contact person/Manager _____

Phone _____

Address _____

_____

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