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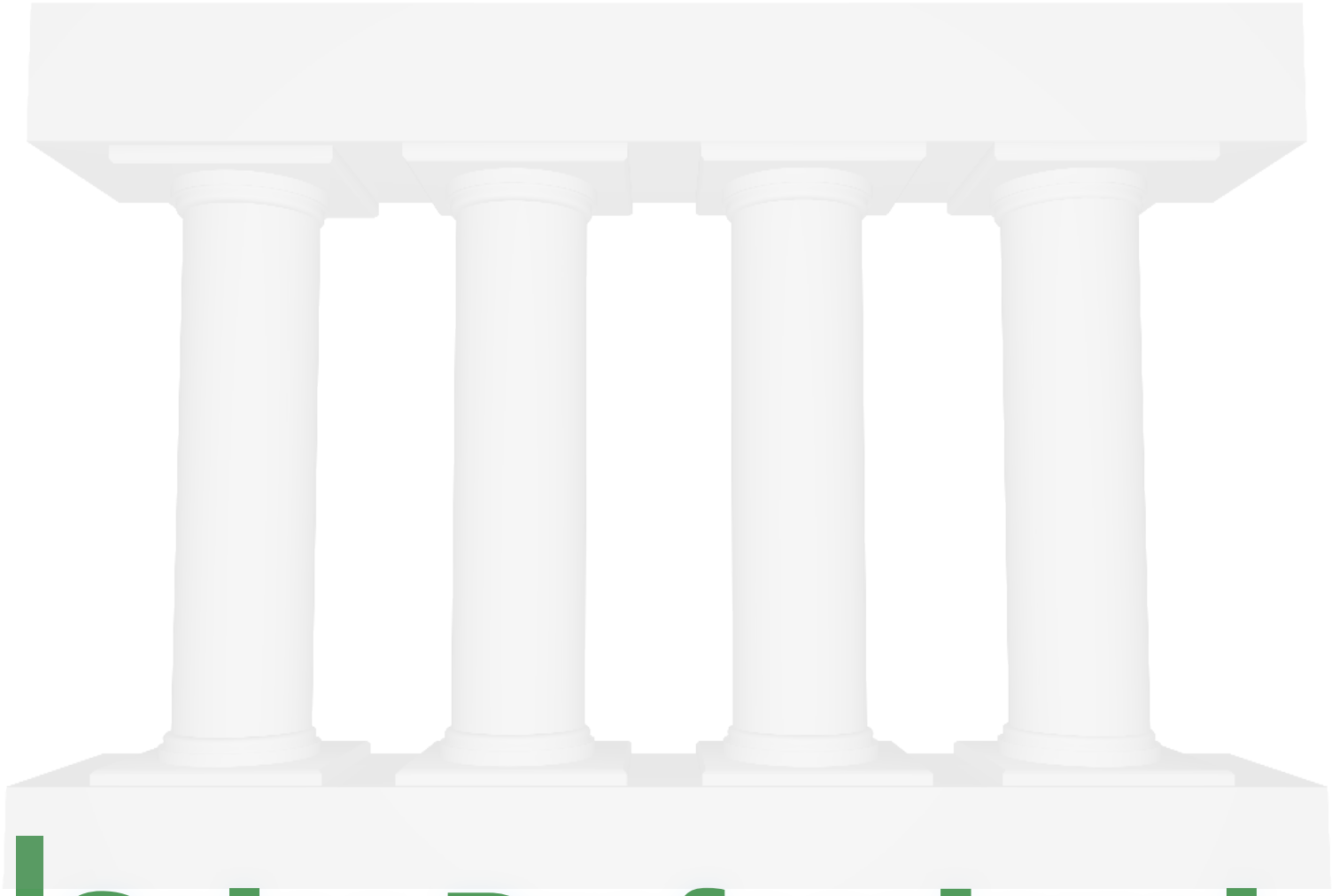

Sales Professional Training Camps

The Four Pillars of the Sales Profession

MARCH 1-3, MAY 24-26, AUGUST 9-11

2016

THE FOUR PILLARS OF THE SALES PROFESSION

Two and a half days of pratical skills, tools and fundamental disciplines that are essential for sales professionals. Included in this course:

Pillar I - Personal Disciplines

Learn the 24 disciplines needed as a professional sale sperson. Taking personal ownership of these will assure consitent actions and maximized results in your territory. Sales is an individual sport where you must employ your own workout regimen and have a personal work ethic for briliant performance. 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 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 accounts.

Pillar IIII- Tactical Selling

Includes a full day, target account workshop where you select an actual customer and will pre-plan for the next call. 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.

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
e-mail donbuttrey@salesprofessionaltraining.com

"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

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.

THE FOUR PILLARS OF THE SALES PROFESSION
REGISTRATION FORM

Dayton, Ohio

SELECT DATE CHOICE

_____ MARCH 1–3 _____ MAY 24–26 _____ AUGUST 9–11

Seminar includes 2-1/2 days of training, complete workbinder, a CD of course tools, and all breaks and lunches during the seminar. Travel and lodging not included but a special hotel rate ($114.95) has been negotiated for you! Space is limited to 46 attendees so register early!

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 hotel. Many restaurants are within walking distance from the hotel.

***Drury Inn & Suites Dayton North, 6616 Miller Lane Dayton , OH 45414**. The hotel 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.

Attendee(1) name _____

email address _____

Attendee(2) name _____

email address _____

Attendee(3) name _____

email address _____

(For additional attendees, please send separate list)

Company _____

Contact person/Manager _____

Phone _____

Address _____

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