

SALES MASTERY CORE™



WHY

TOO MANY COMPANIES are asking their reps to compete successfully in today's competitive selling environment using yesterday's outdated traditional selling skills! That can be a problem when today's selling process has entirely changed and necessitates a change in selling strategies.

Send your reps to two days of intensive sales training and provide them with the skills they need to succeed in today's highly competitive markets.

WHO

Sales Reps, Sales Managers, Customer Service/Account Managers, Sales Engineers, Tele-Sales Reps, Marketing Managers and all others who sell in the relationship selling arena, where the environment is highly competitive and consultative selling skills are a must for success.

testimony "They helped us change the complexion of our sales force from "farming" to "hunting." Then they helped us develop a selling system under which we could quickly identify the right prospects and sell more business with less cost to us."

LEARN TO

- Determine what you really have to sell: your **"Differentiating Value."**
- Identify the **pivotal point where sales are made or lost.**
- Define **emotional vs. logical prospects** and their decision-making process.
- Help your prospect **create the budget** for your product or service.
- **Sell to committees** effectively.
- **Identify/eliminate** competitive threats.
- Move from prospecting to **business development.**
- **Reach prospects** with email, direct mail and voice mail.
- Develop your **20-second introduction.**
- **Prevent commoditization** of your product or service.

RECEIVE

- **Over 15 hours of lively, informative, interactive training** tailored to the specifics of relationship selling
- A comprehensive **Sales Mastery Core™ workbook**
- **Sales person Skills Evaluation or Non Selling Professional Evaluation**
- **Pre-course e-learning courses on:**
Differentiating Value

(www.slatterysales.com)

insight "I have been through many sales training programs and even teach basic sales training. Nothing is as good as Terry Slattery's work to help you clearly differentiate the value of what you sell and set up productive meetings that get the business!

We have more than doubled our new client size, drastically reduced the time and money spent on proposals and turned our business around during a tough recession for marketing companies all because of our training with Terry Slattery."

INVESTMENT: \$2500 per person

TIME: 8:30 am - 4:00 pm

LOCATION: 4510 W 77TH ST,
SUITE 130, EDINA MN 55435
See map at www.slatterysales.com

GUARANTEE: We are so confident about the strength of this program that at the end of the first day of training, if you are not completely satisfied, we will refund your entire investment with no questions asked.

EMAIL
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FOR DATES & REGISTRATION