

# Cutting Edge Sales for Teams

**Poor Selling Skills and Processes Can Cost a Company Millions! This Program Stops Both – Cold.**

## Course Objectives

Class time is 8 AM to 5 PM

### Session 1:

- Eliminate Stinking Thinking
- Create a Step-by-Step Process
- Understanding your Prospects
- Time Management

**- Lunch Break -**

- Qualifying and Questioning
- Becoming A Better Listener
- Telling Them About Your Stuff
- Using Evidence To Convince
- 30 Second Commercial

### Session 2:

- Making Voicemail Your Friend
- Lead Generation/Management
- Closing That Makes Sense
- 5 Major Buyer Stalls

**- Lunch Break -**

- Overcoming Objections
- Making Your 90 Second Close
- Building Your Track Book
- Sales Contest

## Who Should Attend?

Salespeople  
Sales Managers/Supervisors  
Business Owners who Sell  
Anyone who wants a  
Competitive Sales Advantage



**Cutting Edge Sales for Teams** is the most comprehensive 2-day sales class ever designed! Our expert instructors use **active participation** to make the information memorable and *to make sessions fun* because people learn by doing – not by hearing.

Early in Day 1, our instructors introduce key principles for improving **selling communication**, overcoming **call reluctance and fear**, and **managing time and activities** more effectively, and those skills are expanded throughout the seminar.

### The class helps people increase sales and income:

*“During the first year after Jim’s class, I increased my sales 87% and then an additional 30% the next year.”* **David Beckler, JF VanGilder Co.**

*“I increased my sales over 300% in the first year after taking Jim’s class”* **Eddie Knaus, OPI**

*“I got half of my annual quota in just one sale using tools I learned in this course.”* **Katie Kyle, MedCo**

*“Typically, in the first quarter of each year, our sales are down. My March sales this year were more than double that of last year -- a 59% increase. My sales this month allowed me to hit my quota! This is truly amazing!”* **Kalynn Weiss, ERCO**



### The class helps people improve selling communication skills:

*“I know I will have no difficulty exceeding my sales goals this year. I can say this with confidence because of what I have learned here.*

*Questioning, developing solutions, tailoring evidence, and trial closes helped take my sales presentation to the next level.”*

**Joe Grabowski, M. Poer & Co**



### The class helps people overcome call reluctance and fear:

*“The major benefit I got from the course was that I have the skill and confidence where I feel I’m a cut above the competition.”* **Clint Bodine, OPI**

For information or to register for a class, visit <http://www.sales-leader.com> or fax this form to 1-888-411-2635

**YES! I'd like to register for the following class.**     **Please send me information about the following class.**

Dallas, TX, Dec 2-3

Washington DC, Feb 17-18

Las Vegas, NV, May 12-13

Los Angeles, CA, Jan 13-14

Houston, TX Mar 7-8

Dallas, TX, June 13-14

Chicago, IL, Jan 17-18

Miami, FL Apr 20-21

Chicago, IL, July 7-8

**YES! I'd like to schedule a class at my location, \_\_\_\_\_, for (#) \_\_\_\_\_ people.**

Tuition: \$3,500 for up to five people, \$6,000 for up to 10 people, special discounts available for large groups.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City/St Zip: \_\_\_\_\_

Invoice me, Attention: \_\_\_\_\_ or  Credit Card # \_\_\_\_\_ Exp.: \_\_\_\_\_

Toll-Free anywhere in the US: 1-800-872-7830

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