

*That small margin of excellence which gives you a competitive edge...*

...requires training and practice on the fundamentals!



Sponsored by:



## The Four Pillars of the Sales Profession™ SEMINAR

A convenient, cost-effective way to train and develop new and veteran Sales Professionals

**October 5-7, 2010**

*Facilitated by Don Buttrey of*  
**SALES PROFESSIONAL TRAINING INC.**

*“Building Structure, Tools and Disciplines for Sales Professionals”*



Just like professional athletes, Sales Professionals require ongoing practice and training in order to succeed!

Sales managers who understand this critical concept believe in affording their salespeople opportunities to acquire new skills, increase productivity and reach their goals.

## The Four Pillars of the Sales Profession™

Your association is offering a 2-1/2-day seminar in Dayton, Ohio that will focus on each attendee's selling situation. Sales Professionals will learn how to document their organization's value-added services and sell them to their customers. With the help of the logical and systematic "SELL Process," attendees will work on a target account of their choice to gain practical, hands-on tools for better face-to face selling.

Selling skills will be covered through high-energy discussions, workshops and role-plays. Topics such as relationship skills, communications, people skills, and selling customer Benefits and value versus price will be covered.

“This helped a lot to get me prepared to go to outside sales. This will give me the tools to practice in order to make better calls. This course not only shows what *should* be done – but helps you develop these skills to use in each call by habit.

I will continue to practice and use the pre-call planning tool so that I master the techniques and become a true sales professional.”

OUTSIDE SALESPERSON  
HOSE DISTRIBUTOR

# THE FOUR PILLARS OF THE SALES PROFESSION™



BUILDING STRUCTURE, TOOLS, AND DISCIPLINES FOR SALES PROFESSIONALS

## Who should attend:

Any Sales Professional – new hires and veterans alike – will benefit from the fundamental selling skills presented in this seminar. Our learner-centered methods assure acceptance and immediate application. Your salespeople will take away valuable techniques they can put to use on their very next sales opportunity!

Sales managers who need to reinforce the training will also benefit from this seminar. Attending with your team equips you to coach and reinforce the disciplines! Follow-up Guides are provided for all managers who attend.

## Learn and apply these skills today from:

# THE FOUR PILLARS OF THE SALES PROFESSION™

## PILLAR I

### PERSONAL DISCIPLINES

- THE FOUR PILLARS CONCEPT
- STANDARD (STD.)
- PERSONAL OWNERSHIP/ POSITIVE ATTITUDE
- PERSONAL DISCIPLINES CHECKLIST
- SALES PROFESSIONAL CONSULTANT
- TIME MANAGEMENT
- TERRITORY MANAGEMENT
- REPORTING

## PILLAR II

### RELATIONSHIP SKILLS

- RELATIONSHIPS
- COMMON SENSE RELATIONSHIP CHECKLIST
- HOW TO BUILD TRUST
- BETTER HABITS OF COURTESY
- EFFECTIVE USE OF ENTERTAINMENT
- BUSINESS ETIQUETTE, PUBLIC RELATIONS
- REMEMBERING NAMES
- COMMUNICATION MODEL
- LISTENING
- BEHAVIOR STYLES
- SALES RELATIONSHIP MODEL

## PILLAR III

### STRATEGIC SELLING

- THE BIG PICTURE - SALES LIFELINE
- MARKETING, SELLING, SERVING
- RESEARCH, NETWORKING
- PROSPECTING, COLD CALLING
- TERRITORY EVALUATION
- LIST, GROUP AND PRIORITIZE
- SELLING CYCLE
- MAJOR TARGET ACCOUNTS
- ACCOUNT STRATEGIC PLANNING TOOL
- BRAINSTORMING
- ACCOUNT MAINTENANCE
- ACCOUNT MAXIMIZATION
- ACCOUNT MANAGEMENT

## PILLAR IIII

### TACTICAL SELLING

- CUSTOMER FOCUS
- CUSTOMER PROCESS
- SELL PROCESS
- PRE-CALL PLANNING
- SELL OFFENSE
- TARGET ACCOUNT APPLICATION
- SALES CALL OBJECTIVE
- START – ATTRACT CUSTOMER
- EVALUATE – ASK QUESTIONS
- LEVERAGE - BENEFITS AND VALUE
- PRODUCT BENEFITS
- COMPANY BENEFITS
- VALUE FORMULA DOCUMENTATION
- LOCK - GET ACTION, CLOSE
- SELL DEFENSE
- OVERCOME OBJECTIONS
- ROLE-PLAYING

“This is the most complete and up-to-date sales training course we have seen.”

V P SALES  
MATERIAL HANDLING DISTRIBUTOR

“This event far exceeded my expectations. I thought Don Buttrey was an excellent coach and teacher. I would recommend this class to someone trying to become a better salesperson! .”

EQUIPMENT DEALER

“Very organized and educating. I would recommend to any salesperson in any market.

ELECTRIC MOTOR  
DISTRIBUTOR

# The Four Pillars of the Sales Profession™

## OPEN SEMINAR

### October 5-7, 2010

### Dayton, Ohio

## \$895.00 per person

All seminars include 2-1/2 days of training materials, continental breakfasts, breaks and lunches. Travel and lodging are not included, but special discounted hotel rate (\$92) has been negotiated for you. Information is included in the packet you will receive after you register.  
**30 maximum per event!**

# IT'S EASY TO REGISTER!

To register, complete this page (please print) and **FAX to 410-263-1659**  
Or call to register by phone—410-263-1014

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**Please print EACH ATTENDEES NAME *and* EMAIL Address.** Use additional sheet if necessary.

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**QUESTIONS???? You can call the trainer directly! Contact Don Buttrey at 937-427-1717**