

Joe Ellers Sales-Excellence LIVE Training 2-Day Seminar For Sales & Sales Management April 10-11, 2008 Chicago, IL

“How to Get Sales Teams Selling More in Less Time at Greater Margins”

This program combines **two key elements to drive sales performance**: sales management and sales tactics. **To get the best results** (from any training program), **you need two things**---new skills for your team---and new follow-up activities for sales managers.

The beauty of this program is that it's a **two day event** that **combines both...a big picture overview for sales management** followed by an **intensive day of sales training**. When this program is over, you will have a **specific list of “To Dos” for everyone on the team, More importantly, once easily implemented, drastic and immediate sales & margin improvement will follow.**

After years of private and association-only live training events, Joe Ellers Announces his **First Ever**, Ground Breaking Live 2 Day Event for Sales Professionals and Sales Managers.

Never before, have you had the opportunity to be personally trained or have your people personally trained by Joe Ellers for 2 full days, unless you hired him personally for elite, expensive one-on-one corporate training.

Now is your chance to attend yourself and bring your best people to learn **“What’s Working Best Now”**. (As well as bring your newer people who could benefit from the high-level sales philosophy that Joe teaches the best, highest-margin, most successful sales pros around the world)

Just in case you don't know that much about Joe Ellers; He's one of the most respected sales experts in industry. He's trained many companies in your arena, representing thousands of sales people and been the featured speaker in front of tens of thousands of sales professionals all over the U.S and other countries around the world. You'll be in “good hands” with Joe Ellers-

➔DAY 1: Sales Management- 5 Vital Sales-Management Strategies to Equip You with NEW Sales Skills for Your Team AND New Follow-up Activities for Sales Managers

- 1. A Clear Picture of What You Want and a Game Plan to Get it...**the fundamentals of sales management begin with a good sales plan that not only drives results but also the activities that produce results.
- 2. Clarity & Creation of Your Value-Proposition and How to Use it Correctly to Get More Business...**Don't send your team to the field without a clear understanding of how they are supposed to win.
- 3. New & Improved Sales Management Tools...**there are a handful of tools that you need to be successful. We will talk about each...and provide models and formats that have worked in real-life situations:
 - Target Account Lists • Itineraries • Opportunity Management • Account Profiles • Sales Meetings
- 4. A Better Sales Call & Sales Call Process...**the sales call is the basic building block of selling. What does a professional call look like? How many should your people make? What are you doing to help them get better? These issues are addressed...with another sales management tool added...the Joint Call Checklist.
- 5. How to Pay for What You Want...and Get It...**Every sales manager wants to know if they have the right plan. While there is no such thing as the perfect comp plan, there is a right plan for your situation. Here you will learn what you need to do to focus your team in the right direction.

-Results-



➔ **DAY 2: Sales Professionals**-(inside & out)

- 1. How to Clarify WHAT You Want So You Can Achieve Faster, Better, Quicker...**Top level pros always start the day, the quarter, the year with a clear picture of what they need to do. A step by step plan. How clear are you? Learn how the best of the best prepare to sell...
- 2. What's Working Best Now; 2008 Approach to the Sales Process Basics...**What are the steps of the sales process, Right now, in the 2008 economic climate? Where do you need to get involved to increase your chance of selling? To overcome the price objection?
- 3. The 6-Step Sales Process for 2008...**Over the years, we've figured out the steps...the recipe, if you want to think about it that way...to successful selling. We know what you need to do and when you need to do it to increase your chances of success. Learn what you need to know to eliminate time-wasters and take your results to the next level.
- 4. Getting Prospects into Your Sales Pipeline...**Many of us are faced with the need to get some new customers. It's a tough problem. To be more effective, we need to do different things. In this section, we will share some of the secrets of the great prospectors.
- 5. What Should The Perfect Sales Call Look & Sound Like Right Now...**You already know that contact time is the key with customers. What you want to know are things like—How do I get that tough first appointment? How do I get even regular customers to see me? What does a professional sales call look like? What can I do to make it easier to get that next appointment? All of these issues—and much more addressed in this part of the program.
- 6. Bonus Session...How to Sell Price Increases...**Many of you face the tough challenge of selling a price increase to existing customers & potential customers. Joe will take you through the step by step, word for word process to engineer and “sell” price increases to your customers.
- 7. Bonus Session...Sales Time Management...**If you've ever thought your people could be more productive, get more done in a single day, spend less hours on “prep” and more hours in the field, then Joe's Sales Time Management strategy will redefine how your people spend their day. Totally reengineer their habits, their sales cycle and everything in between so more productivity gets done in a fraction of the time.

You must ask yourself these 2 questions-

1. Are all of your sales people selling as much as your best producer?
2. Is your sales manager (maybe you) running a well-oiled-machine that runs on autopilot, meets & exceeds all of its sales targets on time and with ease?

➔ **If your answer to either of these questions is No; Please note that things do not get better on their own.** Good sales training pays for itself many times over, and there is no one better to teach your sales people than Joe Ellers.

If You Want to Ensure More Sales with Greater Margins in 2008 Make Plans Now to Attend This Live Seminar with Joe Ellers

➔**See, Pricing & Reservation Details on Next Page...**



Reservation Form

____ I would like to register for this event. Please ship me via priority mail, the Pre-Event package so I and my team can begin preparing to attend this event

____ I would like to register 5 or more people and receive an Additional 10% discount

____ Sorry Joe, I can NOT attend the Sales Excellence Live Training event in April, but would like to take you up on your generous offer of purchasing all the recordings of it as well as the materials all participants receive at the live training event. I understand this does not replace the live experience and value, but that it does provide excellent value that can be used and implemented now. Rush me this package after the event for: **\$1,495.00**

Event Pricing: Chicago, IL April 10,11 2008

•Managers- \$595 for both days •Sales- \$395 for April 11

Discounts: discounts are good only through March 1, 2008 (no exceptions)

- 10% Discount of listed price for 5 or more people (any combination)
- ADDITIONAL 10% For Joe's Personal Consulting Clients

Optional Up Grades: *Must be registered for the event to qualify***

____ 3 month follow up group tele-coaching series to begin two weeks after the event. **Unlimited Attendance: \$195 per company**

____ Recordings of the entire event for future use: **\$495**

Reservation Form

1. We are sending ____ Sales Managers at \$595.00 each for both days
2. We are sending ____ Sales People at \$395 each for the second day
3. We qualify for the 10% discount for 5 or more total participants
4. We qualify for an ADDITIONAL 10% discount because we are Joe's Consulting Clients
5. Total: \$_____ Enclosed check or Charge on credit card
5. Please provide names and positions typewritten on a separate sheet.

Please Bill My Credit Card: FAX to: 864.654.8527 (Please print clearly in block style print)

Name on Card: _____

Company: _____

**Card # _____ Expiration Date: _____ Amex VISA MC Discover

Signature _____

Billing Address for Card: _____

City: _____ State: _____ Zip: _____

Day Time Phone: () _____ Email: _____

Please Accept My Enclosed Check Payable to Consulting Associates
and Mail to: PO Box 1294 Clemson, SC 29633

If You Have Questions, Please Contact Norm at:

