

2009

SALES CONCEPTS

1:1 EXPERIENTIAL TRAINING

SEMINARS AND PROGRAMS

SALES CONCEPTS, INC. 610 HEMBREE PARKWAY, SUITE 407, ROSWELL, GA 30076-3817 USA
WWW.SALESCONCEPTS.COM · 678.624.9229 · 800.229.2328 · INFO@SALESCONCEPTS.COM

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1:1 EXPERIENTIAL TRAINING

Sales Concepts' one-to-one approach to training means that our programs are tailored for the *individual*, not just the industry or company.

1:1 EXPERIENTIAL TRAINING makes each Sales Concepts' program unique. Attendees feel the class is created just for them. These customized programs lead to measurably improved performances.

1:1 EXPERIENTIAL TRAINING means we provide one instructor for every four attendees. Each attendee receives hands-on attention. Every seat in our class is a front row seat. 1:1 means individual feedback. The atmosphere created encourages hard work. Each attendee discovers and practices opportunities for improvement.

1:1 EXPERIENTIAL TRAINING is based on the concept that people change behavior only when it is their idea. Our training causes attendees to want to change their behavior. After all, training must positively change behavior to have value. Greater productivity is the standard of measurement.

1:1 EXPERIENTIAL TRAINING incorporates five essential principles:

1. **There is no such thing as the right way.**
2. **Practice is essential to change behavior.**
3. **Training principles are tailored for your business.**
4. **Trainers should be active in the marketplace.**
5. **Each class should be interactive, competitive, and fun!**

1:1 EXPERIENTIAL TRAINING is simple. It works because attendees believe the training is created just for them. They return from the class with a commitment to improve and with the knowledge of how to do it. They will thank you for the opportunity to attend the class.

CUSTOMIZED PROGRAMS
IMPROVED PERFORMANCE

1:1 EXPERIENTIAL TRAINING

CONTINUED

THERE IS NO RIGHT WAY

We urge attendees to find *a better way*. Training is not about forcing people into a pre-determined mold. People are hired for their unique abilities and qualities. They do not lose these assets in our classes. They acquire and develop skills to:

- Set themselves apart from the competition.
- Service existing accounts.
- Win more orders.

PRACTICE, PRACTICE, PRACTICE

Practice improves sales, service, and management performance. While in the class, attendees live a scenario developed for them by their managers and Sales Concepts. Our classes feature multiple sessions where our instructors realistically portray prospects, customers, or employees of the attendees. With individual feedback from the instructor and self-discovery, attendees implement multiple methods for improvement.

REAL WORLD... YOUR WORLD

Sales Concepts customizes every course for every individual. The principles shared could be learned generically; however, when your attendee sells *your* product or service in our class, the training becomes measurably more effective. These principles can be applied immediately. No one leaves saying, "Yes, but in *our* business..."

WE DO... AND TEACH

The old saying about doing or teaching is viewed differently at Sales Concepts. Our instructors have a proven record of success in sales, service, and management. They are still doing it. With a collective background in a multitude of industries, they relate to attendees from today's perspective.

IT'S NOT A LECTURE HALL

Each attendee is a *participant*. Each is involved throughout the process. Each is challenged to win. Selling is competitive. With a class built on reality, there has to be an element of competition. A simple plaque becomes a prize to be sought; And we have fun while we're doing it!

Contact us today to develop a 1:1 Experiential Training program for your team.

HISTORY & PHILOSOPHY

Since 1981, Sales Concepts has provided tailored training for people who work in sales, service, customer service, and management. Sales Concepts was founded on the philosophy that training should be productive, competitive, enjoyable, tailored to the individual, thought provoking, and designed to improve performance. We believe that there is more than one right way. There is no such thing as *a silver bullet* that works in all markets, with all customers, and for all people.

Our courses are interactive. Attendees are challenged to think and be proactive as they see how others view their behavior. The latest in experiential behavioral systems is utilized so that attendees are able to practice the methodology taught. Attendance is limited so that personal feedback, documented by the use of recorded scenarios, is possible. Instructor to attendee ratio is at least one to four. Sales Concepts' 1:1 Experiential training promotes effective delivery and maximum benefit for the attendee.

Learning is a process. Follow-up must occur to reinforce the training and ensure its effectiveness. The Individual Training Program is a continuing-education program for people who have attended Sales Concepts' seminars to ensure that the principles, techniques, and skills taught are applied and used effectively. Participants are enrolled in the twelve-month program.

If the training is just a good review or not applicable to your people, products or services, it is not cost effective. Make each dollar count by investing in 1:1 Experiential training that fits your needs. Sales Concepts' training is affordable. The results will be clear.

OUR MISSION

Sales Concepts provides experiential sales training and learning services for people who work in sales, management, customer support, and field service, contributing to the growth and development of these professionals and the companies they represent.

PUBLIC COURSES

COMPELLING PRESENTATIONS

Delivering persuasive and informative presentations.

CONTACT: THE FIRST FEW MINUTES

Maximizing efficacy of phone interaction with customers.

FINANCIAL JUSTIFICATION

Establishing executive level financial benefits.

PERSUASIVE SALES

Mastering the sales process.

PROSPECTING

Acquiring appointments via the phone.

SELLING IN THE DIGITAL AGE

Unleash the power of the internet.

SERVICE SELLS

Learning to use service as the center for profit.

SMART MANAGING

Hiring. Coaching. Evaluating.

VALUE-ADDED NEGOTIATING

Negotiating value instead of price.

CUSTOMIZED COURSES

MANAGING YOUR TERRITORY

See how having a one-year written plan produces results.

SELLING FROM A BOOTH

Connect. Qualify. Recognize objections. Close.

COURSE DESCRIPTIONS

COMPELLING PRESENTATIONS - 3 DAYS

This course teaches presenters new skills while building their confidence. Attendees make three recorded presentations to a live audience. They learn the importance of image, how to be customer oriented, and how to be themselves. Final presentations compete for *The Best Presentation* award.

Topics emphasized: Analyzing the Audience, Assumptions, Being Customer Oriented, Having Good Visuals, Having Fun, Being Yourself, and Your Image to Others.

CONTACT: THE FIRST FEW MINUTES - 2 DAYS

Aimed toward customer service, customer support, receptionists, and administrative personnel, this class focuses on how to deal with different types of customers. Facts, opinions, attitudes, and emotions that inhibit or enhance effectiveness on the telephone are examined. Attendees learn to identify and meet customer needs, thus helping to generate more orders and deliver better service. Participants make two recorded telephone calls relating to their products or services. Sales Concepts' instructors portray their customers, as defined and structured by each attendee's manager. *The Order* is awarded to the attendees who successfully meet their expectations as a prospect or customer.

Topics emphasized: Establishing Immediate Rapport, Meeting Customer Expectations, Buying Styles, Basic Telephone Skills, Telephone Strategies, Asking Questions, Handling Resistance, and Closing.

FINANCIAL JUSTIFICATION - 2 DAYS

The user and technical influences are often unable to purchase capital intensive products or services. The decision is commonly made at the executive level by the economic buyer or a buying committee. Decisions are made via financial justification models such as payback, return on investment, life-cycle costs, etc. During this course, attendees are introduced to key terms and how to use them to cost justify their products and services. This class was developed to help sales people win big-ticket orders from corporate accounts. Recordings of two simulated-customer encounters result in useful feedback. Attendees who develop and present the best business cases will win *The Order*.

Topics emphasized: Buying Styles and Influences, Financial Terms, Selling Value, Big-Ticket Sales, Closing Strategies.

COURSE DESCRIPTIONS

PERSUASIVE SALES - 3 DAYS

CONTINUED

This course consists of theory, workshops, sales-call simulations, and instructor feedback. Attendees sell their products and services to Sales Concepts' instructors during three, videotaped sales calls. The real-life scenarios are based on input from each attendee's manager. Placed in teams, the attendees support each other, and they learn from one another as they individually compete for *The Order*. The three calls progress through understanding customer expectations, determining customer needs, selling value, reducing perceived risks, determining buying influences, asking questions, handling objections, and ultimately closing the Economic Buyer. We emphasize closing as an integral part of the whole, not just another event in the sales process. Each component of the class reflects this perspective. Attendees receive individual feedback from the instructors and will leave the class better prepared to gain more orders.

Topics emphasized: Buying Styles, The Sales Process, Benefit Selling, Listening, Asking Questions, Handling Objections, Closing, and Buying Influences.

PROSPECTING - 1 DAY

This course focuses on the true first step of the sales process - Getting the Appointment. Attendees gain a new perspective of prospecting. Class discussion and practice underscore the critical importance of prospecting. The course includes two audio taped rounds of telephone calls followed by group analysis and feedback.

Topics emphasized: Cold Calls, Pre-Call Questions, Value Statements, Positioning Statements, and Goal Setting.

SELLING IN THE DIGITAL AGE - 2 DAYS

Unleash the power of the Internet! Efficiently use the resources available on the Internet to develop new sales opportunities with prospects and build stronger relationships with existing customers.

Primary goals:

- Effectively use the power of the Internet to find prospects with social networks, search engines, directories, blogs and twitter.
- Locate and develop pre-qualified prospects into customers using the vast resources of the Internet. Interact with and retain current customers. Build and foster ongoing customer relationships.

Social Networks are not games anymore. Think about it. What do you do first when you want to buy something? Do you call a sales person or research it on the Internet? Time has come when a URL is just as important as a phone number. The world is not changing. It *has changed* and it will continue to change. *Selling in the Digital Age* will help your sales people maximize the power of the Internet, stay ahead of the curve and ahead of your competition.

Topics Emphasized: Getting the most from Social Networks, Search Engines, Twitter, Directories, Email Campaigns, Blogs, Establishing Your Personal Brand

COURSE DESCRIPTIONS

CONTINUED

SERVICE SELLS - 2 DAYS

Service engineers and technicians learn to fix the customer as well as the product. This course focuses on building and maintaining positive relationships, identifying customer needs, meeting these needs, and seeing service as a profit center. Emphasis is placed on dealing with *each* customer, not *the* customer. A problem account is structured after a real-life scenario designed by their managers and Sales Concepts. It is used for attendees to practice servicing *each* customer; enhancing their ability to meet clients' needs. During the first call, they calm an irate customer. On the second call, they sell a service contract and close. Both of these calls are videotaped and used during the feedback sessions. The best service calls are presented with *The Best Service* award.

Topics emphasized: People Styles, Minimizing Conflict, Handling the Irate, Asking Questions, Reducing Risks, Listening, Features ~ Advantages ~ Benefits, How Service Impacts Sales, Closing, and Follow-up.

SMART MANAGING - 3 DAYS

Prior to this course, each manager completes a Self-Assessment Questionnaire, a personal report to improve effectiveness. Job functions such as interviewing, coaching, evaluating, cost control, forecasting, and goal setting are incorporated into the course. Attendees learn and apply methods of hiring, coaching, and evaluating. The managers learn from one another in interactive workshops. These workshops are videotaped for further review and critique. The instructors provide feedback on coaching. During feedback, the candidates candidly discuss their impressions of each manager. This proactive learning experience is designed to help managers become more effective.

Topics emphasized: Interviewing, Coaching, and Performance Evaluations.

VALUE-ADDED NEGOTIATING - 3 DAYS

In this course, attendees learn the importance of aspirations and the detriment of deadlock, how to sell based on value and not on price, the significance of preparation, and the consequences of not asking questions. Through six face-to-face negotiations, attendees see the influence of power, intimidation, and assumptions. They will practice using concession and creativity in hopes of achieving *The Negotiator* award.

Topics emphasized: Aspirations, Power, Techniques Used by Buyers and Sellers, Win-Win Negotiating Techniques, Value, Creativity, Situation Analysis, and Tactics of Buyers and Sellers.

PERFORMANCE IMPROVEMENT SEMINARS AND PROGRAMS

COURSE	DATES	LOCATION	PRICE*
COMPELLING PRESENTATIONS	October 19-21, 2009	Atlanta, GA	\$2,290/\$1,990 <i>Prepaid</i>
	May 3-5, 2010	Atlanta, GA	
CONTACT: THE FIRST FEW MINUTES	October 8-9, 2009	Atlanta, GA	\$1,380/\$1,230 <i>Prepaid</i>
	February 22-23, 2010	Atlanta, GA	
	June 3-4, 2010	Atlanta, GA	
PERSUASIVE SALES	September 14-16, 2009	Chicago, IL	\$2,290/\$1,990 <i>Prepaid</i>
	September 21-23, 2009	Houston, TX	
	October 5-7, 2009	Atlanta, GA	
	October 19-21, 2009	San Francisco, CA	
	November 9-11, 2009	Boston, MA	
	November 16-18, 2009	Dallas, TX	
	December 7-9, 2009	Chicago, IL	
	December 14-16, 2009	Washington, DC	
	January 11-13, 2010	Atlanta, GA	
	January 19-21, 2010	San Diego, CA	
	February 1-3, 2010	Houston, TX	
	March 8-10, 2010	San Francisco, CA	
	March 22-24, 2010	Chicago, IL	
	April 12-14, 2010	Atlanta, GA	
	April 19-21, 2010	Boston, MA	
	May 3-5, 2010	Dallas, TX	
May 10-12, 2010	San Diego, CA		
June 7-9, 2010	Chicago, IL		
June 14-16, 2010	San Francisco, CA		
FINANCIAL JUSTIFICATION	September 17-18, 2009	Atlanta, GA	\$2,290/\$1,990 <i>Prepaid</i>
	January 20-21, 2010	Atlanta, GA	
	May 17-18, 2010	Atlanta, GA	
PROSPECTING	November 19, 2009	Atlanta, GA	\$1,095/\$985 <i>Prepaid</i>
	February 11, 2010	Atlanta, GA	
	June 10, 2010	Chicago, IL	
SELLING IN THE DIGITAL AGE	November 17-18, 2009	Atlanta, GA	\$2,298/\$1990 <i>Prepaid</i>
	January 26-27, 2010	Atlanta, GA	
SERVICE SELLS	September 8-9, 2009	Atlanta, GA	\$1,680/\$1,530 <i>Prepaid</i>
	May 6-7, 2010	Atlanta, GA	
SMART MANAGING	October 13-15, 2009	Atlanta, GA	\$2,290/\$1,990 <i>Prepaid</i>
	March 9-11, 2010	Atlanta, GA	
VALUE-ADDED NEGOTIATING	November 9-11, 2009	Chicago, IL	\$2,290/\$1,990 <i>Prepaid</i>
	February 8-10, 2010	Atlanta, GA	
	May 19-21, 2010	Atlanta, GA	

* All pricing includes the \$200 Individual Training Package (ITP). Dates and pricing are subject to change; check website for updates.

PROGRAM DESCRIPTIONS

TERRITORY MANAGEMENT - CALL FOR PRICING

Plan your work and work your plan. This advice is cliché in the selling profession, but it is vital. Sales people must learn to effectively implement this wisdom. Territory management is hard work—often tedious, but so important that the actual selling activity, the time spent in the field, is anticlimactic. In fact, selling is the fun part. The time and territory management is the real work. We offer a program that gives participants a one-year working plan that produces results.

TRADE-SHOW SELLING - CALL FOR PRICING

Hold this one-day course prior to your trade show or convention. Show your people how they can quickly connect with a customer, qualify a customer, resolve objections, and close for a commitment. Empower your people with the skills they need. This course will make the money you spend exhibiting pay off.

CATALOG ITEMS - INDIVIDUAL TRAINING

Available upon request.

SELLING E-TIPS - SUBSCRIBE ON OUR WEB SITE

Once a month we e-mail tips to participants. These e-tips cover various subjects that are of current interest; some are from topics covered in our public courses. Receiving these regular tips will help keep your perspective fresh resulting in more effective sales. Subscribe now for free at www.salesconcepts.com/etips.htm

PERSONAL COACHING

PERFECT PRACTICE MAKES PERFECT

\$500 PER PERSON

Sales Concepts specializes in delivering realistic role-plays. These interactive sales simulations allow sales people to practice on us and not on their customers. Help your people win more orders!

Before the sales calls... A sales scenario is developed based on the participant's products, services, and the unique challenges each sales representative may face. We use the scenarios to portray a prospective client. The participant completes an on-line style assessment, which provides information on his or her style of selling. We use this information, as well as suggestions from the manager, to customize the scenario to each sales person's needs.

During the sales calls... The sales person telephones a hypothetical customer in an attempt to make an appointment. The conversation is audio taped and used to give verbal feedback.

Next, the sales person makes an on-site call to a Sales Concepts' instructor who portrays your prospect, or customer. We videotape this sales call. The instructor uses the video for feedback and coaches the participant on ways to improve.

On a different date or time, the sales person makes a follow-up phone call and sales call. We use the same procedure as the other calls.

After the sales calls... We provide verbal feedback to you about your sales person and recommend ways to continue his or her development.

THIS PROGRAM INCLUDES:

- Scenario development tool
- Sales-style assessment tool
- Two audio-taped appointment telephone calls
- Two videotaped, *on-site* sales calls with two thirty-minute feedback sessions
- Verbal feedback and recommendations

CUSTOM TRAINING

Many times a training gap in your organization should be filled with a custom solution.

WHY DO CUSTOM TRAINING?

- Cost effective for large groups
- Maximizes use of *real-life* examples from within your company
- Allows curriculum to be tailored to the specific needs of your group
- Provides opportunity for management support following the program

HOW CAN YOUR COMPANY MAKE CUSTOM TRAINING HAPPEN?

Sales Concepts has delivered in-house training courses for over 27 years. Our team of course designers has created programs for numerous industries including tele-com, financial, IT, lodging, scientific instrumentation, manufacturing, industrial equipment, pharmaceutical, specialty products, energy, and others. We have delivered these programs in the US, Canada, Russia, Ireland, England, France, and other countries around the world.

SOUNDS GOOD? WHERE DO YOU BEGIN?

The process starts with providing Sales Concepts some preliminary information.

- What part of your organization are you training?
- How many people need training?
- What are your primary concerns?
- What topics need attention?
- What dates do you have in mind?
- Where would you like to hold the training?
- What should your team do differently after the training?
- How will success be measured?

THEN WHAT?

Sales Concepts' design team takes this information and recommends a further needs assessment, interview with the management team, or travel with company representatives. Many times we immediately return with a preliminary curriculum based on our years of experience with similar training initiatives.

CUSTOM TRAINING

CONTINUED

WHEN DO WE REQUIRE A FURTHER NEEDS ASSESSMENT?

Sometimes fully understanding all your training needs presents a serious challenge. Maybe you have a large team and need to know what the majority needs. Perhaps you are a new hiring manager that has not worked with your team long enough to understand their specific needs. Whatever the reasons, Sales Concepts offers a suite of Needs Assessment Tools that provide a quantitative analysis of your group's needs. The assessments can be delivered via a workbook or through the internet. The results include individual reports for each person participating and management report that summarizes the needs of the team.

HOW MUCH TIME WILL THIS TAKE?

The answer is... only 15 to 30 minutes per person!

WHEN IS IT NECESSARY TO INTERVIEW THE MANAGEMENT TEAM?

Perhaps your training program needs to include several departments. If that is the case, we will conduct interviews with the managers individually to determine how their team's business objectives fit the overall training plan.

WHY WOULD WE NEED TO TRAVEL WITH COMPANY REPRESENTATIVES?

When a Sales Concepts instructor hears, "Yes, but in our business..." it means that what is being taught is not applicable. To ensure that our training is tailored to your products/services and your people, we sometimes find it beneficial to spend time with representatives from your field.

CUSTOMIZED PROGRAMS
IMPROVED PERFORMANCE

MANAGING FOR SUCCESS®

ASSESSMENT TOOLS

If you invested 20–100K into a computer system, would you expect an operator's manual to tell you what the system could do and how to obtain maximum results? Of course, you would! Like trying to operate a sophisticated piece of equipment without a guide, many businesses manage their employees by trial and error. This is a costly proposition that often results in frustration, conflict, low productivity, low morale, and, ultimately, high turnover.

Sales Concepts offers Managing for Success® a family of software programs designed to meet a variety of needs for individual and organizational effectiveness. When management and colleagues understand and appreciate the behavioral talents of each other, they build the foundation for achieving high performance. The generated reports provide valuable information for self-awareness, coaching, team building, managing, training design, and delivery.

The following software packages are customized to meet a variety of needs for both individual and organizational effectiveness.

SALES STYLES

Geared specifically towards sales people, MFS Sales takes into account the crucial differences between sales people and other groups of employees. It provides the sales manager with information on an individual's style of selling, handling objections, closing, and servicing accounts. MFS Sales can be easily incorporated into any Sales Concepts training program or used as a coaching tool.

EMPLOYEE/MANAGER RELATIONSHIPS

This program enables employees and managers to learn more about each other in fifteen minutes than they could learn working together for an entire year. It is used successfully to get new employees off to a fast start, revitalize present employees, improve communication and morale, and build sound employee-manager relationships.

SALES SKILLS INDEX™

Can your sales people really sell? Do they understand the entire sales process? Are they treating each sales situation the way top sales people do? The Sales Strategy Index™ can answer these questions as well as provide important input for coaching, managing, and training design.

MANAGING FOR SUCCESS®

ASSESSMENT TOOLS CONTINUED

EXECUTIVE STYLE

The job of being an executive is different from other jobs because of the many hats that most executives wear. The MFS Executive report provides the right information for executives to understand their management style, thereby assisting them in adapting their behavior to the situation.

PERSONAL INTEREST, ATTITUDES, AND VALUES

Why people do what they do affects performance both on and off the job. The Personal Interests, Attitudes, and Values report measures the relative prominence of six basic interests or motives: theoretical, utilitarian, aesthetic, social, individualistic, and traditional values. Values and attitudes help to initiate one's behavior and are sometimes called the hidden motivators, because they are not always readily observed. The report illuminates these motivating factors and attitudes; allowing people to understand the driving forces behind their decisions. It may be used as a key part of the selection process.

TEAM BUILDING

The MFS Team Building report helps the manager identify and harness individual energies and effectively channel them towards group goals. The information is presented in a non-threatening manner to encourage members to share reports, recognize team priorities, resolve disagreements, blend their styles, and achieve team goals.

A FINAL WORD

Your decision to continue the development of your employees' skills through 1:1 Experiential Training is an important one. Let our professional staff design and deliver a training program that positively impacts the productivity and profitability of your company.

Sales Concepts Inc. celebrates over 27 years in business by continuing to offer innovative programs. Your course is delivered by our best resource - training professionals who have substantial experience in sales and management. The successful implementation of training leaves your customers with a lasting impression of your high-quality organization. Your company also gains increased employee loyalty and satisfaction. Consider the payback.

We invite you to take a look for yourself. To discuss your training initiatives contact us or complete our information request form on our web site here: www.salesconcepts.com/inhouse.htm

We welcome the opportunity to work with you.

The Staff of Sales Concepts, Inc.
800.229.2328 · 678.624.9229