

Center for Business Excellence

Sales Pro!



Are you ready to really sell in 2010?

It's not Sales Training...its sales effectiveness that counts!

The Center for Business Excellence presents **Sales Pro!** A four part training series designed and taught by author and nationally recognized trainer Shawn Doyle. It's Sales Training that is Real World, rich in content that offer tools and techniques that are useable. This is not your typical "old school" manipulation and canned sales line approach.

How many times have you gone to sales training only to discover:

- It was not how sales works in the *real* world.
- It was "fluffy" and didn't have enough tools and techniques that were truly usable.
- They were teaching manipulative concepts that insult customers and made you uncomfortable.

Sales Pro! is not even sales training. It's sales effectiveness development. It's not about you learning manipulative techniques and repeating back canned sales lines like a robot. This program is about thinking like a sales professional, a **Sales Pro!** Here is how the program is different:

- It is a process not an event.
- You will learn concepts and apply them over a four month period including 4 days of classroom training.
- You will learn real world tools and approaches.
- The program covers every step in the process as it works in real life. No goofy scripted answers or "tactics" are covered.
- The program is taught by an expert who has 20 years of sale training experience, is the author of 10 books and sold for 6 years before going into training.
- The program is highly interactive.
- You don't learn with lecture- you learn by applying. The course is full of all sorts of exercises, tools, worksheets and activities to apply it right away and discuss it in class.
- You will share best practices.
- Your facilitator will share what other companies around the country are doing, but you will also share with other members of the group what they are doing. The best ideas may come from the person sitting next to you.

"Sales Pro!"

**Four Part Training Series
Taught by
recognized trainer
Shawn Doyle**

Dates:

March 31, April 21,
May 19, June 22.
8AM – 4PM (lunch
included)

Location:

GRCCI Center for
Business Excellence
49 Commerce Drive
Spring Ridge, PA

Cost:

\$900 per person,
3 or more from one
Company \$800 per
person.

Register or Questions:

Contact Karen
Marsdale at
kmarsdale@greaterreadingchamber.org
or 610.376.6766

**This Series is limited
to 20 attendees.**

GREATER READING CHAMBER OF COMMERCE & INDUSTRY

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