

“SALES Development – for the 21st Century”

WHAT (How to Increase your Top Line):

-22 hours (+/-) of “Sales Development” -- Education/Training

- The Buying/Selling Process
- Prospecting Fundamentals
- Communication Skills
- Getting Appointments
- Detailed Six Step Call Procedure
- **Setting, Measuring and Achieving Goals**
 - **Both Personal and Organizational Goals**
- Productivity sessions
- Sales Skills sessions
- Time Management sessions

WHO:

- **You** -- and Tom Leonard of Leonard Strategic Advantage
- Tom was Procter & Gamble sales and sales management trained
- Then held VP Sales & VP Marketing management positions at Wilson Sporting Goods/PepsiCo
- Subsequently President of 5 companies, including Samsonite Luggage and most recently Dippin' Dots Ice Cream

WHEN:

- Ten 2 hour sessions over a 10-13 week period, plus 4 half hour sessions
- Time slots: either 4-6 PM or 7-9 PM -- exact timing to be determined
- Would like 8-15 people for the classes, will start to firm up dates after 3-5 people have committed

WHERE:

- For this process, contemplating The Town and Country Inn & Conference Center, 2008 Savannah Hwy, Charleston 29407.
- Or a location to be determined...

HOW:

- Participants will receive/retain: a) a 161 page Sales Manual, b) with two audio CDs, and c) a 211 page Sales Action Plan
- 10 two hour facilitation sessions – then 4 half hour sessions
- There will be homework after each session – however, NO testing!

WHY:

- If you have never had a sales course or sales training, but you need to sell in your job
- If you desire ongoing education to improve your sales “closing ability”
- If you want to drive your company’s sales to The Next Level
 - This class is for you!

RESULTS ARE MEASURABLE:

- Strengthened Focus on Attracting, Servicing and Keeping Customers
- More repeat business, increased \$’s per sale
- Customer retention, Competitive business converted
- Higher profits for you and your company
- And of course, Increased Sales

Investment:

- \$_____ per individual for the books, CDs, “away from the phone” meeting space, eleven 2+/- hour facilitation meetings from an experienced sales and management professional
 - o We will discuss the Dollar Investment when we meet in person
- Your company may be able to pay for part/all of the cost of this performance oriented education

NEXT STEPS:

- If you’d like to attend -- or know more...
 - o Either call Tom Leonard at 303-803-6988 -- based on Folly Beach
 - o Or email at Tom@LeonardStrategicAdvantage.com
 - o Tom will be happy to explain more in detail as you’d like – and meet in person to expand on these critical sales/top line selling skills