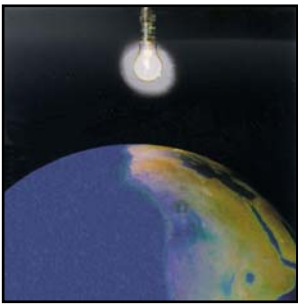


LEARN WHY AMERICA'S MOST SUCCESSFUL COMPANIES SEND THEIR SALESPEOPLE TO THIS TRAINING



# ESTABLISHING CREDIBILITY OVER THE COMPETITION™

AVAILABLE IN HOUSTON  
AUGUST 20, 2004



RICK WILCOXON  
INSTRUCTOR

## A FEW OF THE PROGRAM TOPICS DISCUSSED

- ❑ HOW TO ESTABLISH IMMEDIATE CREDIBILITY over your competition
- ❑ FIRST IMPRESSION SUBTLETIES—The Major/Minor Points
- ❑ PHYSICAL RAPPORT—How to position yourself when meeting with your prospective clients
- ❑ PIQUE THE CLIENTS CURIOSITY to hear more about your idea, product or service
- ❑ LEARN HOW TO AROUSE YOUR CLIENT'S DESIRE to want to do business with you
- ❑ SUCCESSFULLY AND QUICKLY put the client at ease
- ❑ WORDS AND PHRASES TO AVOID to make your message more appealing
- ❑ SIX SPECIFIC METHODS to quickly capture and hold the client's attention.
- ❑ SIX FORMS OF EVIDENCE available to make your message even stronger.
- ❑ A TRUE REAL-WORLD PROGRAM—Your instructor is a practicing salesperson bringing over 30 years of direct-sales experience into the classroom.
- ❑ SOMETHING FOR THE NEW AND THE VETERAN SALESPERSON—You will learn dozens of new ideas that will have an immediate impact on your sales efforts.
- ❑ MATERIALS are included so you can refer to the strategies after the class.
- ❑ PLUS MUCH MORE

## A FEW CLASS DETAILS

- ❑ WHEN—Friday, August 20, 2004
- ❑ TIME—8:30<sup>am</sup> – 5:30<sup>pm</sup>
- ❑ WHERE—Call for the workshop location
- ❑ DRESS—Business casual. Sometimes classrooms can be cool, so you may wish to bring a sweater or light jacket
- ❑ WHAT TO BRING—All you will need to bring with you is a pen or pencil
- ❑ INVESTMENT—\$225 per person (\$200 per person if three or more people attend from the same company)  
ALL MAJOR CREDIT CARDS ACCEPTED
- ❑ 100% MONEY-BACK GUARANTEE—You will be pleased with this program or your investment will be refunded in full.

**SMALL CLASS WITH PERSONAL ATTENTION—\$225 PER PERSON—DISCOUNTS FOR 3 OR MORE  
THIS PROGRAM IS ONLY OFFERED ONCE EACH YEAR—DON'T MISS IT**

## A FEW COMMENTS FROM PREVIOUS CLASS MEMBERS

“This was the best training I have ever had. It should be mandatory for all companies and corporations—anyone who deals with customers.”

*Yolanda Scott—Account Manager—Reliant Business Products*

“The class was very thorough and had very good ‘how-to’ material. It was absolutely worth my time and I want more.”

*Alan Finney—Sales Consultant—Curtis 1000*

“Everything flowed well. Delivered as promised—Thank you for not disappointing!”

*Chuck Whittemore—Vice President, Sales—Ergos Technology Partners*

“Unbelievable! Now I know why it's been so difficult.”

*Jerry Greyson—Account Manager—Motorola*

“The class delivers on the ‘real-world’ aspect. The processes are not complicated and are easy to understand.”

*Anonymous comment on the Seminar Critique*

“Very useful. Great delivery—Conversational.”

*Anonymous comment on the Seminar Critique*

“I have been through a few training courses, but have not heard anything this ‘true!’ It puts a new perspective on sales. At first I was dreading it, due to my past experiences, but I'm glad I was able to be here.”

*Tonya Spell—Account Executive—Infinity Broadcasting*

“It changed my whole mind-set of selling. Much better than any book I have ever read.”

*Magan Hunt—Account Executive—Infinity Broadcasting*

“Highly informative from the perspective of an active salesman.” (We are guessing this comment was made by a man)

*Anonymous comment on the Seminar Critique*

“Great presentation! A wealth of material and knowledge with an all inclusive presentation. Totally worth my time!”

*Tracy Wilson—Sales—The METRO Colection*

“Loved it. Man, the instructor knows what he is talking about! This course will make me the salesperson I hope to be.”

*Kelly Baca—Account Executive—Infinity Broadcasting*

**CALL 281-492-1265 FOR INFORMATION AND/OR RESERVATIONS**

**IF YOU'RE SERIOUS ABOUT INCREASING YOUR SALES—HERE'S YOUR CHANCE!  
WITH YOUR 100% GUARANTEE, WHAT DO YOU HAVE TO LOSE?**

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1616 Fountain View Drive, Suite 210, Houston, Texas 77057 Office: 281-492-1265 Fax: 281-492-1217 Website: [www.rickalan.com](http://www.rickalan.com)

