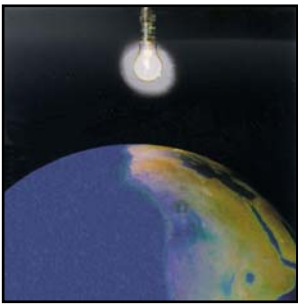


LEARN WHY AMERICA'S MOST SUCCESSFUL COMPANIES SEND THEIR SALESPEOPLE TO THIS TRAINING



HANDLING OBJECTIONS IN THE REAL-WORLD

AVAILABLE IN HOUSTON
OCTOBER 22, 2004



RICK WILCOXON
INSTRUCTOR

A FEW OF THE PROGRAM TOPICS DISCUSSED

- ❑ HOW TO UNCOVER THE REAL-OBJECTION causing the client to hesitate
- ❑ MAKE THE OBJECTION *work for you* rather than *against you*
- ❑ TECHNIQUES to have the client answer his/her own objection
- ❑ WHAT TO SAY AND DO when your company cannot solve a valid objection
- ❑ HOW TO KNOW IF PEOPLE ARE LYING
- ❑ HOW TO RESPOND when the client says, "Your price (rate) is too high."
- ❑ HOW TO RESPOND when the client says, "Call me another time to schedule this."
- ❑ HOW TO RESPOND when the client says, "We're happy with our current situation."
- ❑ HOW TO RESPOND when the client says, "Send me some information."
- ❑ HOW TO RESPOND when the client says, "I'm not interested."
- ❑ 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, October 22, 2004
- ❑ TIME—8:30^{am} – 5:30^{pm}
- ❑ 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 TWICE THIS 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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