

FIND OUT WHY AMERICA'S MOST SUCCESSFUL COMPANIES SEND THEIR SALESPeOPLE TO THIS TRAINING



# REAL-WORLD SELLING™ SPECIFIC SKILLS WORKSHOPS

FOUR<sup>EA</sup> ONE-DAY WORKSHOPS

APPROXIMATELY ONE WORKSHOP PER MONTH



RICK WILCOXON  
INSTRUCTOR

<b>WORKSHOP #1 TELEPHONE TECHNIQUES</b> FRIDAY, JUNE 11, 2004	<b>WORKSHOP #2 QUESTIONING TECHNIQUES</b> FRIDAY, JULY 16, 2004	<b>WORKSHOP #3 ESTABLISH CREDIBILITY</b> FRIDAY, AUGUST 20, 2004	<b>WORKSHOP #4 HANDLING OBJECTIONS</b> FRIDAY, OCTOBER 22, 2004
<ul style="list-style-type: none"> <li>❑ GAIN MORE APPOINTMENTS—What to say and what not to say</li> <li>❑ THIRTEEN COMMON MISTAKES salespeople make when calling for an appointment</li> <li>❑ COLD-CALLING techniques (not tricks) that succeed in today's real-world of selling</li> <li>❑ THE GATEKEEPER: How to "get through"—professionally</li> <li>❑ VOICE-MAIL: Messages that work and why most do not</li> <li>❑ WHAT TO SAY so the client wants to meet with you</li> <li>❑ INCREASE YOUR CREDIBILITY over your competition</li> <li>❑ MORE EFFECTIVELY RESPOND to the clients initial objections</li> <li>❑ PLUS MUCH MORE</li> </ul>	<ul style="list-style-type: none"> <li>❑ THE NOT SO OBVIOUS reasons salespeople should be asking questions</li> <li>❑ THE QUESTIONS OVERLOOKED by 98% of all salespeople—YES, YOU and even your MANAGER TOO!</li> <li>❑ TECHNIQUES TO HEAR THE REAL ANSWERS—Stop hearing only answers that sound good</li> <li>❑ HOW TO STRUCTURE your questions to hear the answers you want</li> <li>❑ ORGANIZE YOUR QUESTIONS for maximum impact</li> <li>❑ LITTLE KNOWN IDEAS to remember when asking your clients questions</li> <li>❑ PLUS MUCH MORE</li> </ul>	<ul style="list-style-type: none"> <li>❑ HOW TO ESTABLISH IMMEDIATE CREDIBILITY over competitors</li> <li>❑ PHYSICAL RAPPORT—How to position yourself when meeting with your prospective clients</li> <li>❑ SIX SPECIFIC METHODS to quickly capture and hold the client's attention</li> <li>❑ SIX FORMS OF EVIDENCE available to make your message even stronger</li> <li>❑ SUCCESSFULLY AND QUICKLY put the client at ease</li> <li>❑ WORDS AND PHRASES TO AVOID for a more appealing message</li> <li>❑ FIRST IMPRESSION SUBTLETIES—The Major/Minor Points</li> <li>❑ PLUS MUCH MORE</li> </ul>	<ul style="list-style-type: none"> <li>❑ HOW TO UNCOVER THE REAL-OBJECTION causing the client to hesitate</li> <li>❑ MAKE THE OBJECTION work for you rather than against you</li> <li>❑ TECHNIQUES to have the client answer his/her own objection</li> <li>❑ WHAT TO SAY AND DO when your company cannot solve a valid objection</li> <li>❑ HOW TO RESPOND when the client says, <i>Your price (rate) is too high</i></li> <li>❑ HOW TO RESPOND when the client says, <i>Call me another time to schedule this</i></li> <li>❑ HOW TO RESPOND when the client says, <i>We're happy with...</i></li> <li>❑ PLUS MUCH MORE</li> </ul>

**EACH ONE-DAY WORKSHOP IS \$225.00 OR \$775.00 FOR ALL FOUR  
YOUR SATISFACTION IS 100% GUARANTEED—DON'T MISS IT**

## WHAT OTHERS HAVE SAID ABOUT OUR PROGRAMS

"You have restored my faith in sales training. This was real world, usable training."

*Richard Fennema—Branch Manager—UBS PaineWebber*

"Initially, I thought this would be just another sales training class. The class was different and very beneficial."

*Sam Ford III—Account Executive—Lotus Development Corporation*

"Excellent Class! Shows you how to deliver the techniques, rather than just tell you."

*Irene Riddle—Area Marketing Manager—Southwest Airlines*

"The most intensive 'selling skills' training I have been to in my 21 years in sales—Great Job!"

*Dennis Maiuri—Sales & Marketing Manager—Governor Computer Products*

"By far the most rewarding and useful training I've attended in my 10 years in sales."

*Tim Blythe—Account Manager—Time Warner Telecom*

"Although I'm not in sales, I found this course to be extremely valuable. I meet with salespeople everyday and there is a night and day difference between salespeople with skills taught in this class and those without these skills. Thanks. I thoroughly enjoyed the course."

*Jim Kindel—Purchasing and Materials Manager—Texas Process Equipment*

"This class has allowed us to build a strong, effective sales process and definitely elevated the performance and confidence of our staff."

*Phil Lanctot—President—NRI Data and Business Products*

"Outstanding! Tremendously beneficial!"

*Chris Cornell—Sales Executive—International Printing & Publishing*

"Great Job! Excellent ideas and concepts that will help us sell more today and for years to follow!"

*Sean Luce—Local Sales Manager—93.7 FM / The Arrow*

"Extremely eye-opening. It's where the rubber meets the road."

*Jerry Jones—President—Cannon IV*

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

**YOU SAY YOU WANT TO INCREASE YOUR SALES... SO DO IT!  
WITH YOUR 100% GUARANTEE, WHAT DO YOU HAVE TO LOSE?**

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