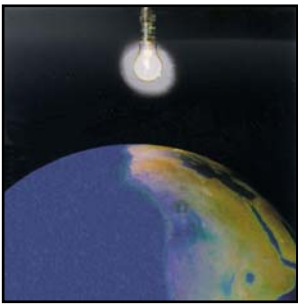


FIND OUT WHY AMERICA'S MOST SUCCESSFUL COMPANIES SEND THEIR SALESPEOPLE TO THIS TRAINING



# THE REAL-WORLD SELLING™ SEMINAR

AVAILABLE IN HOUSTON  
ONLY IN FEBRUARY, MAY & SEPTEMBER



RICK WILCOXON  
INSTRUCTOR

## A FEW DETAILS ABOUT THE PROGRAM

- ❑ **THREE FUN DAYS PACKED** with *how-to* ideas that are specific & very persuasive.
- ❑ **INCLUDES 22 HOURS OF TRAINING** with ample time to adapt the ideas to your specific selling situation with immediate results.
- ❑ **CLASS DATES:** Only in February, May and September. Call for the exact dates.
- ❑ **TIME:** 8:30–5:30 on Days One & Two and 8:30–4:00 on Day Three.
- ❑ **FOCUSED ON TECHNIQUES—NOT MOTIVATION, WITH A GUARANTEE** to improve your ability to persuade others.
- ❑ **A TRUE REAL-WORLD PROGRAM—** The 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 for an immediate impact on your sales efforts.
- ❑ **FOLLOW-UP MATERIALS** are included to help you keep the strategies working.
- ❑ **YOUR MONEY-BACK GUARANTEE—** You will be pleased with the program or your investment will be refunded in full.

## WHAT YOU'LL LEARN

- ❑ **HOW TO DEVELOP** even more qualified clients, plus shorten your sales cycle.
- ❑ **TECHNIQUES** to gain more appointments.
- ❑ **QUESTIONS TO HELP YOU HEAR THE REAL ANSWERS—**not just the answers that sound good.
- ❑ **HOW TO ESTABLISH IMMEDIATE CREDIBILITY** over your competition.
- ❑ **HOW TO AROUSE YOUR CLIENT'S DESIRE** to want to do business with you.
- ❑ **LEARN TO MAKE THE OBJECTION work for you** rather than *against you*.
- ❑ **PLUS MUCH MORE**

**SMALL CLASS WITH PERSONAL ATTENTION—\$750.00 PER PERSON—DISCOUNTS FOR 3 OR MORE  
THIS PROGRAM IS ONLY OFFERED THREE TIMES PER YEAR—DON'T MISS IT**

## WHAT OTHERS HAVE SAID ABOUT THIS PROGRAM

“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*

“Excellent. Hands on stuff I can actually use!”

*Elizabeth Menefee—National Sales Manager—WVEE/WAOK Radio*

“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 has definitely elevated the performance and confidence of our sales staff.”

*Phil Lancot—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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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)



**THE REAL-WORLD SELLING™ SEMINAR  
NEXT AVAILABLE CLASS**

NEXT CLASS SCHEDULE			
DAY	WEEK DAY	DATE	TIME
One	Monday	September 13, 2004	8:30am – 5:30pm
Two	Tuesday	September 14	8:30am – 5:30pm
Three	Wednesday	September 15	8:30am – 4:00pm

**THREE-DAY PROGRAM**

**ONLY**

**\$750.<sup>00</sup> PER PERSON**

(INCLUDES A HOT-PLATE LUNCH AND AFTERNOON SNACKS)

**PLUS! → DISCOUNTS AVAILABLE FOR 3 OR MORE PEOPLE  
ALL MAJOR CREDIT CARDS ACCEPTED**

**SEMINAR OBJECTIVES**

- WHY** We briefly discuss the theory pertaining to specific techniques. This gives, each participant a better understanding of the importance of the principles introduced.
- HOW** Each person is shown *what* to do, plus *how* to apply the techniques to their specific situation. This encourages each person to apply the ideas immediately in their daily selling.
- APPLICATION** Time is dedicated during class to *practice* the ideas introduced. In addition, ample time is allowed for the participants to ask questions regarding the new techniques, so each person will feel more comfortable with the principles.

**METHOD OF INSTRUCTION**

*This is not a lecture program.* Each session has a high degree of interaction with the participants. This helps to adapt the techniques to the individual situation and personality. *This seminar does not include role-play.* No participant will be asked to make a sales presentation to the group. In general, the training follows the following five-steps:

- STEP 1** The group briefly discusses the technique (or the need for the technique).
- STEP 2** The instructor will then demonstrate the technique to the class. This will allow the group to watch and experience the situation from the buyer/client's viewpoint.
- STEP 3** The instructor will then dictate the technique exactly, as the class records the idea in their manual.
- STEP 4** The class will then be divided into small groups to test the technique, allowing everyone the opportunity to determine if, and how the principle fits his/her own personality and specific situation.
- STEP 5** Opinions and comments about the technique are then discussed and adapted to fit the personality and the situation of each participant.

**A SHORT LIST OF SOME OF THE COMPANIES WHO HAVE CHOSEN THIS TRAINING FOR THEIR SALESPEOPLE**

Adam's Mark Hotels	CBS Radio	Merrill Lynch	Skyline Displays
Ajilon Services	Curtis 1000	Motorola	Southwest Airlines
Allied Van Lines	Hilton Hotels	Nedlloyd Lines	Stewart Title
Aspen Technologies	Hyatt Regency Hotels	Nuveen Investments	Stolt-Comex
Baker Oil Tools	Kelly Services	Pacific Bell	Tenneco
Bekins Moving & Storage	Lexus North America	Prudential Securities	Time Warner Telecom
BellSouth Communications	Lotus Development Corp.	Rittenhouse Securities	United States Postal Service

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## THE REAL-WORLD SELLING™ SEMINAR A FEW OF THE TOPICS ADDRESSED

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### THE ATTENTION PHASE

- ❑ Three steps to develop a quick and strong rapport with the buyer/client
- ❑ The *Initial Contact*—How to capitalize on the first call
- ❑ How to *capture* the buyer/client's attention more favorably
- ❑ Methods to establish immediate credibility over the competition
- ❑ More successfully put the customer at ease during your meeting
- ❑ Ways to pique the client's curiosity to want hear about your product/service
- ❑ How to keep the buyer/client from saying, "I'm not interested"
- ❑ Words and phrases to avoid to make your sales message more appealing

### THE QUALIFICATION PHASE

- ❑ The not so obvious reasons why salespeople should be asking questions
- ❑ Techniques to hear the real answers—not the answers that just sound good
- ❑ Types of questions that are overlooked by at least 95 percent of salespeople
- ❑ How to structure your questions to get answers you want
- ❑ Organize your questions for the maximum impact
- ❑ Little known ideas to remember when asking questions

### THE SATISFACTION PHASE (PRESENTATION)

- ❑ Create more belief and excitement in the benefits you have to offer
- ❑ Arouse the buyer/client's desire to own your product or service
- ❑ How to *undersell* rather than oversell your product or service
- ❑ Ways to encourage the buyer/client to concentrate on the positive aspects of your idea
- ❑ Establish more credibility over competing products or services
- ❑ How to make your competitors follow your lead

### PROSPECTING SKILLS—COLD-CALLS/REFERRALS

- ❑ What *to say* and what *not to say* to gain more appointments
- ❑ Thirteen common mistakes made by salespeople when calling for an appointment
- ❑ Cold-calling techniques (not tricks) that succeed in today's competitive sales environment
- ❑ How to get past the gatekeeper more successfully and professionally
- ❑ *Voice-Mail* messages that work and why most messages do not
- ❑ *Seven-Nevers* when asking for a referral
- ❑ How to turn one referral into five—professionally
- ❑ How to shorten the sales cycle

### HANDLING THE OBJECTION

- ❑ Techniques to get the buyer/client to answer his/her own objection
- ❑ What to do when you or your company cannot solve a valid objection
- ❑ Tested ways to respond to, *We're happy with our current situation*
- ❑ Tested ways to respond to, *I'm not interested*
- ❑ Tested ways to respond to, *Send me some information*
- ❑ Tested ways to respond to, *Call me another time to schedule this*
- ❑ Tested ways to respond to, *Your price (rate) is too high*