

SALES PROFESSIONAL NEGOTIATION SEMINAR

September 9-10, 2015 Dayton, Ohio

Featuring: SALES PROFESSIONAL NEGOTIATION_{TM}

2 powerful days of vital sales training! If you have attended The Four Pillars of the Sales Profession with Don Buttrey -- this builds on that training as an advanced level 2 course.

(Completion of The Four Pillars is recommended - but NOT a required prerequisite).

*“The most important thing a coach needs is knowledge that his team
can or can’t play under pressure..”* -Vince Lombardi

Developed specifically for SALES PROFESSIONALS, this intensive course provides proven strategies and tactical skills to help sales professionals win under pressure!

Consider the following questions faced by sales people and sales managers in today’s highly competitive market:

What do you negotiate?

Are you facing trained and savvy buyers?

Do your customers have and use power?

Is money being left on the table?

Can you improve margins?

Are your salespeople trained to respond properly under pressure?

Attend this course and gain fundamental skills and tools for improved interaction and maximized results from every sales call. Reinforcement of account strategic planning and pre-call planning with the SELL Process is an integral part of our negotiation training. Preparing and practicing responses to objections and ploys will become a personal discipline of each sales professional!

- ✓ Become aware of the negotiation environment and adversarial ploys!
- ✓ Know and sell product Benefits and company value versus price!
- ✓ Enhance relationship skills, listening, and professional consultant selling!
- ✓ Utilize a tactical pre-call planning tool!
- ✓ Learn defensive methodology!
- ✓ Gain hands-on practice and skill!

It’s time for Sales Negotiation training camp!



AGENDA

Sales Professional Negotiation™

September 9-10, 2015

Day 1 - Wednesday

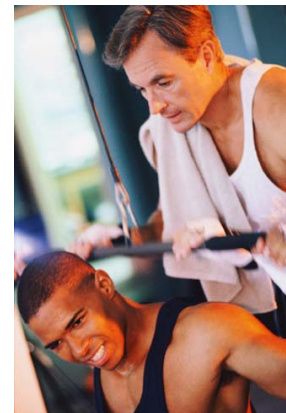
- 8:00 am Winning under pressure
 Negotiation environment
 The Adversarial Loop
- 9:30 am Break
- 9:45 am Sales Professional Consultant
 The Consultant Loop
 Position assessment
- 12:00 pm Lunch
- 12:45 pm Strategic planning – strategies for OFFENSE
- 3:00 pm Break
- 3:15 pm Negotiation Strategies continued
- 5:15 pm Adjourn



Day 2 - Thursday

(note early start and adjournment to accommodate late afternoon flights home!)

- 7:30 am Tactical OFFENSE
 Pre-call planning
- 9:00 am Break
- 9:15 am SELL Process
 Ploys and objections
- 11:30 pm Lunch
- 12:15 pm Tactical DEFENSE
 “Ready List”
 Workshop - Develop “Both-Win” responses
- 2:00 pm Break
- 2:15 pm Defensive Drills (role-play practice)
 Both-Win
 Challenge and Plan of Action
 Evaluations
- 3:30 pm Adjourn



Who should attend:

Sales Professionals: Outside sales/account managers, career sales both rookie and veteran. This is perfect for brand new sales people and is totally applicable for experienced sales people. (*note: All professional athletes attend training camp every year!*)

Sales Managers: Managers and leaders should attend to learn the tools and disciplines offered so that they can coach and reinforce them ongoing after the training.

Sales Support: Product specialists, rental, parts, and any positions who work with the sales team to make joint calls or those that handle any pricing or negotiation with customers will benefit greatly from this course.

Your coach and trainer:

Don Buttrey, President of Sales Professional Training, Inc.



Don is a no-nonsense, powerful teacher who relates sales skills so effectively that both rookie and veteran respond immediately and never get bored. He is a gut-level coach with extensive real-world sales and territory experience. He uses no corny or hokey techniques - just hard work on the proven basics...sales fundamentals! Front-line sales professionals always give him high marks and indicate that his sales training is "the best they have EVER attended!" Call him directly to ask

any questions and to confirm that this is the right training for your team! Call Don today at 937-427-1717 or email donbuttrey@salesprofessionaltraining.com

"The key to coaching is not what you do, but the way you do it. The intangibles, the motivational parts of the game are the most important part of it."

Rick Pitino

Initial planning details:

Location: Details for travel and to book lodging will be provided in a confirmation e-mail that each registrant is sent immediately after registration is received.

The training will be conducted in a meeting room at the same motel. Many restaurants are within walking distance from the motel.

Drury Inn & Suites Dayton North; 6616 Miller Lane Dayton , OH 45414

The motel is 5 minutes via cab from the Dayton Intl. Airport (DAY).

CANCELLATION POLICY: Cancellations can be rescheduled to the next event at no added cost - however, cancellations less than 10 days prior to the event are subject to an \$85 catering commitment fee. Refund check requests are subject to a \$50 handling fee.

It's Easy to Register!

SALES PROFESSIONAL NEGOTIATION™

September 9-10, 2015 **Dayton Ohio**

\$760 per person

Seminar includes 2 days of training materials, a complete workbinder, course tools, all breaks and lunches during the seminar. Travel and lodging not included, but a special hotel rate (\$114.95) has been negotiated for you! All hotel and travel directions are included in the e-mail and attachment you will receive after you register. Space is limited to 36 attendees so register early!

Attendee(1) name _____

email address _____

Attendee(2) name _____

email address _____

Attendee(3) name _____

email address _____

(For additional attendees, please send separate list)

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