



SLATTERY SALES GROUP, INC.
 VALUE DIFFERENTIATION STRATEGIES
 AND EXECUTION THAT ENHANCE RESULTS

PROGRAMS & EVENTS 2011-2012

FOR QUESTIONS OR TO REGISTER, CONTACT:

Rose Larsen | 952.832.5436 | rlarsen@slatterysales.com

Please register seven days in advance of the CAMP or ADVANCED CLINIC as seating is limited.

Mon	Tues	OCT	Thurs	Fri
3	4	5	6	7
10	11	12 Identify Buyer 9-11 am	13	14
17	18	19 Motives to Buy 9-11 am	20	21
24	25	26 First Call 9-11 am	27	28
31				

Mon	Tues	NOV	Thurs	Fri
	1	2 Rules of Selling 9-11 am	3	4
7	8	9 Day 1: SMC Boot Camp 9 am - 4:30 pm	10 Day 2: SMC Boot Camp 9 am - 4:30 pm	11
14	15	16	17	18
21	22	23	24	25
28	29	30		

Mon	Tues	DEC	Thurs	Fri
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21 Presentations 1:30 - 3:30pm	22	23
26	27	28 Handling Stalls & Objections 9-11 am	29	30

Mon	Tues	JAN	Thurs	Fri
	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23 Pain Probes 9-11 am	24	25	26	27
30	31			

Mon	Tues	FEB	Thurs	Fri
		1	2	3
6 Evaluation & Decision Process 9-11 am	7	8 Qualifying 9-11 am	9	10
13	14	15	16	17
20	21	22 Complex Sale 9-11 am	23 Day 1: SMC Boot Camp 9 am - 4:30 pm	24 Day 2: SMC Boot Camp 9 am - 4:30 pm
27	28	29 Talking About Money 9-11 am		

Mon	Tues	MARCH	Thurs	Fri
			1	2
5	6	7 Voicemail and Email Tactics 9-11 am	8	9
12	13	14 Targeting the Right Prospects 9-11 am	15	16
19	20	21 Define Your DV 9-11 am	22	23
26	27	28 Can This Deal Be Won? 9-11 am	29	30



SLATTERY SALES GROUP, INC.

VALUE DIFFERENTIATION STRATEGIES
AND EXECUTION THAT ENHANCE RESULTS

STEP ONE IT'S ALL ABOUT YOU.

SALES MASTERY CORE (SMC) PROGRAM

Impress your CEO. For two days, you will be the most powerful person in your company. You will learn sales strategies (that no one else knows) like how to define your selling system, **find your Differentiating Value, build a personal list of essential questions, know what to say at your next first call, dissect real world case studies and gain a high-performance mindset.** Turn sheet over to find current class schedule or for the most up-to-date info view on-line at: www.slatterysales.com

Our entire **ADVANCED CLINIC** program will be planned around your needs, and your every interest will be our focus. These highly recommended workshops are available after you've completed the **SALES MASTERY CORE PROGRAM** and work wonders to reinforce all that you soaked up in 'basic'. If you want to explore call control, we'll do it. If you feel like covering every aspect of uncovering client's decision process, just say so. In fact you can pick and choose these individualized training sessions as will. If this sounds exciting now, wait until you experience the results.

STEP TWO SHOULD YOU ATTEND?

SLATTERY SALES GROUP programs are designed for sales leaders for whom success (at least in part) rides on their ability to sell, guide a field sales force or leverage a dealer network. The ideal learner is a professional who wants to broaden or update these skills, be it a small business owner, entrepreneur, business service consultant, sales manager or salesperson.

STEP THREE CHOOSE IT. USE IT.

Look through the guide and choose the Sales Mastery Core Program or Clinics you want. Then be sure to register today. When you do, you'll have a customized schedule of powerful, personal training sessions which will enable you to drive results specific to your needs.

STEP FOUR SEATING IS LIMITED.

TO REGISTER, PLEASE CONTACT:

Rose Larsen
rlarsen@slatterysales.com
952-832-5436

seven days in advance of the Sales Mastery Core Program or Advanced Clinic you'd like to attend. All sessions tend to sell-out, therefore, walk-ins cannot be assured placement but if space is available we will do our best to accommodate you.

THE BEST WILL BE JOINING YOU.

Even though this is your personal training, you won't be alone. You'll meet other business owners, consultants, sales managers and salespeople from every imaginable field who share your interests and quest for knowledge. Each session is taught by industry leaders who have real world experience, where you have the opportunity to learn what to do, but also what not to do.

Overview **ADVANCED CLINICS**

Can This Deal Be Won?

Bring a case study (or an acutely stressful sales deal) to class; we'll dissect it and show you how to win it. Come prepared to share.

Complex Sale

The complex sales requires long sales cycles, multiple decision makers with complex personality navigation. Develop skills and tactics to plot your course through unseen minefields and political processes.

Dealing with Your Record Collection

What behaviors are holding you back? We'll help you identify characteristics that may be limiting your ability to succeed and give you the specific tools and applications to overcome them.

Define Your DV

Identify the most leverageable and defensible points of difference for your business and develop robust tactics for offensive and defensive scenarios.

Evaluation & Decision Process

No one is ever at ease when faced with a buyer's question about what it costs. This is human nature. However, some have specific roadblocks keeping them from broaching the subject at a time when it's most advantageous to the sale. Learn what might be keeping you from doing your best work, and more importantly, learn when and how to ask those awkward money questions.

First Call

Learn how to help the prospect do the talking. Know what questions to ask and why you are asking them (use how and why questions). Know the "pains" your company can solve, and how not to get emotionally involved.

Handling Stalls and Objections

Tactics on how to deal with potential concerns, apprehensions and potential risks prospects may have.

Identify Buyer

Bypass gatekeepers and get straight to the decision makers. Speak their language and be comfortable even with tough, intimidating prospects. Discover how to their get their attention — and the appointment.

Motives to Buy

To make a sale you must first understand a prospect's motives. This clinic will help you design questions to identify a prospect's motive to buy and convey the pain of doing business without you.

Pain Probes

To make a sale you must first understand your prospect's pain. This clinic will help you design questions to identify a prospect's pain — and convey the pain of doing business.

Presentations

We go through the steps of making a presentation and what happens next.

Qualifying

We will cover Knowing when to bail out. Getting to all the key players. Knowing their decision criteria, and process. Helping to influence their decision criteria. Knowing where you stand all the way. Understanding what it costs to play in the game. Knowing how to ask the "right questions" before you complete the quote.

Rules of Selling

We will cover the rules of selling and their impact in the selling process

Talking About Money

Learn how to establish what the prospect has in the budget. Help prospects discover that they are willing to invest. Be able to help a prospect quantify their "pains." Learn how to help prospects find the money if they don't have it.

Targeting the Right Prospects

Know how many calls you have to make daily. Discover how to make agreed upon calls, keep on track, debrief your calls daily, and get better with each call. Be proactive at getting referrals (have a plan).

Voicemail and Email Tactics

Our successful formula — backed by mountains of research — will give you detailed information on when, where, how and how often to leave effective voicemail and email messages. Discover communication tactics that our clients tell us ALWAYS work.