

# SALES PROFESSIONAL TRAINING CAMP

April 24-26, 2012     Dayton, Ohio

*Featuring: THE FOUR PILLARS OF THE SALES PROFESSION™*

*2-1/2 days of practical skills, tools and fundamental disciplines that are essential for sales professionals and a productive sales team.*

*Included in this course:*

## Pillar I - Personal Disciplines

Learn the 24 disciplines needed as a professional sales person. Taking personal ownership of these will assure consistent actions and maximized results in your territory or area of sales responsibility. Sales is an individual sport where you must employ your own workout regimen and have a personal work ethic for brilliant performance and continuous improvement! These sessions will inspire personal change and improved time management.

## Pillar II - Relationship Skills

People buy from people that they like and trust. This course will sharpen core communication skills and drive home the importance of active listening! Highly engaging sessions will help you build relationships and skillfully adapt to all types and styles of customers.

## Pillar III - Strategic Selling

Attendees will gain a clear understanding of the big picture and the full range of responsibilities expected of sales professionals. Prospecting, account penetration, follow-up, service, and CRM will all be addressed. We will focus on territory management and implement formal strategic planning for key, major accounts.

## Pillar IIII - Tactical Selling

Includes a full day, target account workshop where each person selects an actual customer and will pre-plan for the next call with that customer. Using the workbook, discussion, and help from peers, managers and the trainer; each will complete a written pre-call plan. Includes a high impact role-play session - recorded on DVD and professionally critiqued! We will also work on skillfully responding to objections and negotiation plays.

*This training will inspire immediately and have significant long term impact - changing behaviors and building consistent professional selling disciplines!*

*“Truly, I have never known a really successful man who deep in his heart did not understand the grind, the discipline it takes to win.”*

*Vince Lombardi*

## *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. *All attending sales managers/leaders also receive a Follow-up Guide and personal help directly from the trainer to help leaders implement and build the Four Pillars structure into your sales team and corporate culture! This course is not a 'one time shot'.*

**Sales Support:** Product specialists, rental, parts, and any positions who work with the sales team to make joint calls or proactively contact 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](mailto: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*

# It's Easy to Register!

## THE FOUR PILLARS OF THE SALES PROFESSION<sup>TM</sup>

**April 24-26, 2012** **Dayton Ohio**

**\$895 per person**

Seminar includes 2-1/2 days of training materials, a complete workbinder, a CD of course tools, all breaks and lunches during the seminar. Travel and lodging not included, but a special hotel rate (\$89.95) 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 35 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)*

Company \_\_\_\_\_  
Contact person/Manager \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
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Sponsoring Association \_\_\_\_\_

Payment Method ☐ American Express  
☐ Visa  
☐ Mastercard  
☐ Discover

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

*Charges will show as "University of Industrial Distribution" on statement*

Signature \_\_\_\_\_



Complete this page and **FAX to 410-263-1659**  
**Or call to register by phone -- 410-263-1014**