

# SALES PROFESSIONAL TRAINING CAMPS

Mar 3-5, May 19-21, Aug 4-6, or Nov 10-12  
2020 in 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 workbinder, 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 digitally 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*

# Agenda

## The Four Pillars of The Sales Profession™

### SALES PROFESSIONAL TRAINING CAMP

Four dates to choose from, 2020

#### DAY ONE

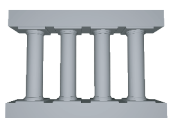
- 8:00 a.m.** Welcome and Opening  
The Four Pillars® Concept  
**PILLAR I – PERSONAL DISCIPLINES**  
Personal Disciplines Checklist  
Establishing Vital Regimens  
**VITAL Regimens** prescription  
**DISCUSSION:** CRM – Customer Relationship Management
- 9:45 a.m.** Break
- 10:00 a.m.** Territory Management  
**REGIMEN 1** Reporting Actions  
**REGIMEN 2** Time Management  
**PILLAR II - RELATIONSHIP SKILLS**  
Communication, Listening
- 12:00 p.m.** Lunch
- 12:45 p.m.** Relationship Model  
**WORKSHOP:** Strengths and Weaknesses of your style  
**WORKSHOP:** Your strategy to sell to the other styles
- 2:45 p.m.** Break
- 3:00 p.m.** **PILLAR III – STRATEGIC SELLING**  
Customer Lifeline  
Marketing, Selling, Serving  
**REGIMEN 3** Prospecting  
**REGIMEN 4** Evaluation of Territory  
Formal Strategic Account Planning  
**REGIMEN 5:** *Select 3-7 Strategic Accounts and begin formal planning with tool 3.1E or in your CRM*  
**PILLAR III – TACTICAL SELLING**  
Customer Process/SELL Process  
Introduction and target selection
- 5:00 p.m.** Adjourn

#### DAY TWO

- 8:00 a.m.** **PILLAR III – TACTICAL SELLING**  
SELL Pre-Call Planning - (offense)  
Begin Target Account Clinic  
Sales Call objective **WORKSHOP**
- 9:45 a.m.** Break
- 10:00 a.m.** START step **WORKSHOP**  
EVALUATE step **WORKSHOP**
- 12:00 p.m.** Lunch
- 12:45 p.m.** LEVERAGE step **WORKSHOP**  
Benefits and Value Formula  
LOCK step **WORKSHOP**
- 3:00 p.m.** Break
- 3:15 p.m.** SELL Defense  
Overcoming objections - (defense)  
**REGIMEN 6:** For every call
- 4:30 p.m.** Role-play assignments
- 5:30 p.m.** Adjourn  
Evening assignment:  
Role-play preparation

#### DAY THREE

- 7:45 a.m.** Final role-play instructions
- 8:00 a.m.** Role-play breakout
- 11:00 a.m.** Final session  
Building Blueprint  
Practice and ongoing development  
**VITAL Regimens worksheet**  
Award Certificates/Evaluation
- 11:45 a.m.** 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. *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

## *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! 4 camps in 2020**

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

**Mar 3-5, May 19-21, Aug 4-6, or Nov 10-12**

**-Dayton Ohio \$945 per person**

Seminar includes 2-1/2 days of training materials, a complete workbinder, electronic course tools, all breaks and lunches during the seminar. Travel and lodging not included, but a special hotel rate (\$149) 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 50 attendees so register early!

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***Register online:***

**click on the link below - or cut and paste it into your browser**

*<https://salesprofessionaltraining.wufoo.com/forms/mftrf54017h5nu/>*

*Once the online registration is received, AEA will e-mail you a secure payment link to pay via major credit card.*

*Payment due upon receipt.*