



The Habit of Selling™ Open Agenda

- 8:00 a.m. Breakfast Buffet
- 8:30 a.m. Welcome, Opening, Team Goals
- 8:45 a.m. Selling Is A Profession
Customer Relationships
Sales Communication
Pre-Call Planning
- 10:15 a.m. Break
- 10:30 a.m. Selling Benefits
Features, Advantages,
Benefits, Proof
Sell Value – Not Price
Develop Your Value Story
5 A's Selling Strategy
- 12:00 p.m. Lunch
- 12:45 p.m. 5 A's Pre-Call Planning Form
Step 1: Approach
Step 2: Analysis
Step 3: Active Presentation
- 2:30 p.m. Break
- 2:45 p.m. Step 4: Answer Objections
Step 5: Always Be Closing
- 4:30 p.m. Training Progression
Plan Of Action
Evaluations
Award Certificates
- 5:00 p.m. Adjourn And Departure

Three Keys To Sales Success!

1. **Benefits** Lead To Sales Action
2. **5 A's Selling Process** Deliver Your Value Story With Consistency
3. **R-PAST Method** Turn Objections Into Buying Signals

What: The Habit of Selling™ Open

When: Next class starts **March 8, 2012**

Where: Dayton, OH...**Where Sales Training Originated!**

Why: Sharpen your selling skills/master sales fundamentals for a lifetime of sales success

Don't miss out on this opportunity!

Facilitated by Bob Butler – one of the leading sales trainers in this modern era.

Select the date that's best for you!

March 8, 2012

May 31, 2012

August 23, 2012

November 29, 2012



Your preferred value rate:

\$499.00*

*Added bonus: Free sales coaching for life! (Call for details)



BLS

the
HABIT
OF *Selling*TM
 O P E N

It's Easy To Register!

To register, complete this page (please print) and fax to: 866-298-5022 (toll-free). OR... pick up the phone and call us at 888-298-7462 (toll-free).

Company _____

Contact _____

Phone _____

Address _____

Select Your 2012 Date

- March 8 May 31
 August 23 November 29

Payment method: Invoice P.O. # _____

- VISA MasterCard

Exp. Date _____

Signature _____

Please print each attendee's name and email address.
 Use additional sheet if necessary.

Cancellation Policy

Cancellations received less than three weeks before the seminar are subject to a \$75 service charge. Substitutions may be made at anytime.



**Invest A Day With Bob Butler And Learn
 The Key Sales Fundamentals For A Lifetime
 Of Sales Success**

- Sell Benefits To Create Value
- Improve Pre-Call Planning
- Understand Why Objections Are Buying Opportunities

**For Over 50 Years, Sales Professionals Have
 Been Using These Selling Skills To Improve
 Their Sales Performance**

- Develop A Real Life Sales Plan For One Of Your Accounts
- The "Playbook" Reinforces Skills For Follow-Up
- Bob Butler Is Your Sales Coach For Life

Our Veteran associates really bought into the 5 A's Selling Strategy. Developing goals and strategies along with the knowledge necessary for implementation created a valuable process for us to build on and grow professionally.

Vice President of Sales
 Specialty Metals Producer

"This was by far the best onsite training program that we have ever had. The break out group sessions, the introduction of the 5A's, and the R-PAST program were exactly what we needed.

Your enthusiasm and your interaction with the group were second to none. Our follow up feedback from the dealers was tremendous.

I would recommend to any organization to utilize your training."

Executive Sales Manager
 Medium Duty Vehicle Manufacturer

Since the training, our Sales Team has picked up the pace, becoming more assertive which in turn creates more sales. We are negotiating better and increasing volume along with higher sales margins. Thanks again for helping us succeed and grow in these challenging times.

Vice President Sales & Marketing
 Plastics Manufacturer

