



Cutting Edge Sales for the New Decade



This four-part series is designed in an easy, step-by-step format that teaches you the tools to become a master in the art of selling and enables you to attract new business without increasing the cost of sales.

Each half-day module can be taken separately to fit your needs. Together they form a complete and unique sales training experience. For maximum results, take all four.



Your workshop trainers, **Christine Richards**, *Black Belt Business Solutions*, and **Steve Hillinger**, *Your Sales Excellence* have more than 50 years combined international experience in selling, training and coaching with Fortune 500 companies and small to mid-size businesses.

1 FUNDAMENTALS OF CONSULTIVE SALES

- Understand and master the proven 5 step sales process
- Understand the customer's thought process- why and how they decide to buy
- Establish credibility and distinguish yourself from your competitors
- Develop the most successful mindset and habits of top sales performers

Date: Saturday, May 8th, 2010
Time: 8:30am to noon

2 BUILDING TRUST- ADVANCED RAPPORT SKILLS

- Why trust and rapport determine over 90% of your sale
- Instantly create rapport with your prospects and customers
- Learn and practice body language, positioning, and voice tone to get the results you want
- Why trust is the key to multiple referrals and how to get them

Date: Saturday, May 8th, 2010
Time: 1:00pm to 4:30pm

3 THE POWER OF ASKING THE RIGHT QUESTIONS

- How to determine the expectations, priorities, and values of your customer
- Learn the secret language of your prospect's unconscious mind
- The art of listening to the customer for the real message and buying need
- How to easily establish value and urgency with prospects

Date: Saturday, May 22nd, 2010
Time: 8:30am to noon

4 HANDLING OBJECTIONS AND CLOSING

- Overcome the 4 main objections with ease and turn objections into buying decisions
- How to most effectively close the sale with different personality types
- Dramatically improve your closing ratio
- How to get prospects to close the sale for you

Date: Saturday, May 22nd, 2010
Time: 1:00pm to 4:30pm

Investment: \$59 per session, 2 or more \$49 each. For 4 sessions \$45 each
Location: George Fox University, 12753 SW 68th Ave., Portland, OR 97223
Contact: **Christine Richards 503-381-6585** or at christine@blackbeltbizsolutions.com and **Steve Hillinger 503-807-6087** or at steveh@easystreet.net

REGISTRATION | SPACE IS LIMITED TO 36 PARTICIPANTS | REGISTER NOW

email: Christine@blackbeltbizsolutions.com, Fax 503-699-9366 or mail to: PO Box 2322, Lake Oswego, OR 97035

Name: _____ Company: _____

Address: _____

Bus Tel: _____ email: _____

Number of Attendees: _____ Check enclosed # _____

Visa/MC: _____ Exp.date: ____/____/____

Cardholder's Signature: _____ 3 digits: _____

Cancellation Policy: Request for full refunds must be received 7 days before workshop. Otherwise, there will be a \$30 cancellation fee.