

"PAR Sales is one of the best programs I have ever seen... The execution and the bottom-line results are quickly obvious. I have never seen anything like that before."

*John Wuycheck, CEO
The Phoenix Group*

"This is extraordinary. I already have a ten-fold return-on-investment and I expect that to continue."

*P. Coleman Townsends, CEO
Townsends, Inc.*

Client List Includes:

Delta Air Lines

Coca-Cola

McKesson HBOC

*Hewlett Packard
Company*

Scientific Games

Oracle Corporation

Par Sales



High Performance Sales Training!

PAR Sales is an innovative, customer-focused selling skills program that increases your sales forces' confidence, their ability to listen, communicate, qualify, develop customer partnerships, uncover and solve problems, gain respect, negotiate, influence and close more successfully.

The Approach

People acquire talent at selling by actually selling and receiving instant feedback. That method, however, has never before been achieved in a "sales training" program, so we reinvented sales training and made it real, not classroom training.

Groups of 12 to 20 people attend a work session in which they receive instruction and coaching on a unique set of leadership, sales and customer relations skills rather than sales tactics. Then, they practice by selling real business improvement recommendations to each other.

Everything is coached as it actually occurs. The skills are immediately put to use for measurable and tangible results. The proof

of the skills' effectiveness is so convincing that participants are automatically motivated to use them for everyday selling.

Effective? Indeed. This is measurably the most effective way ever organized to implement sales skill improvement. PAR Sales has a proven track record in hundreds of companies. It has won numerous international awards of excellence and the loyal support of the world's best-managed and best-trained companies in 29 countries.

Executive Caliber Skills

Partnering with customers is a highly regarded concept. However, teaching the concepts is not enough. To actually do it requires exceptional skills—the kind of skills not taught in typical business training

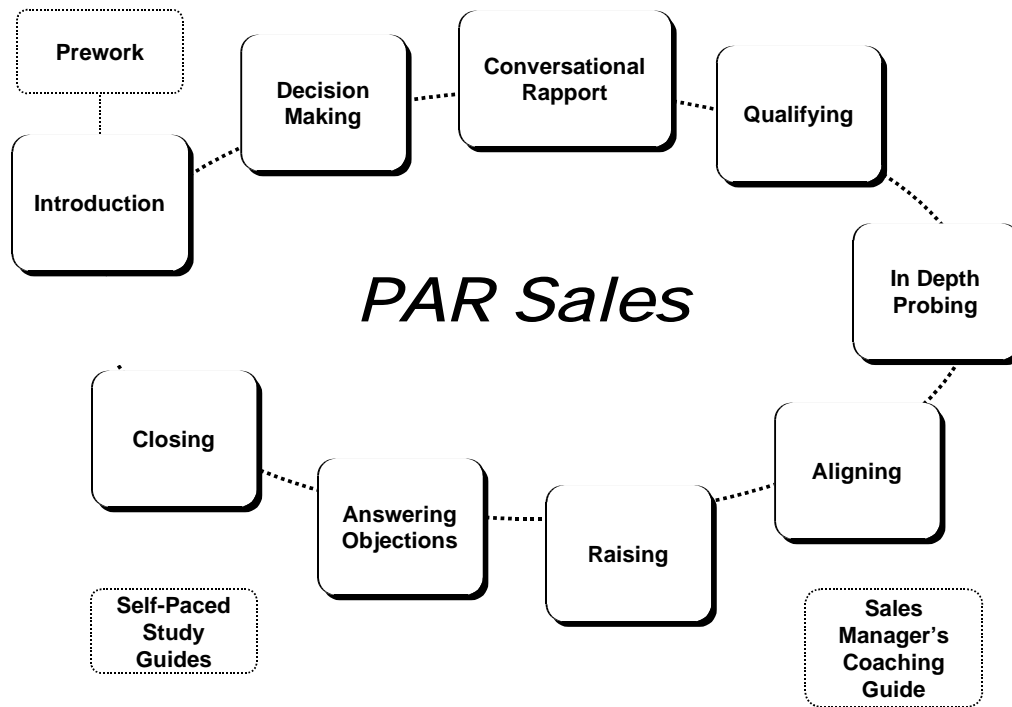
programs. The leadership-based selling skills contained in this program are the "missing link" between theory and actual sales success.

Return On Investment!

The unique content and methodology of PAR Sales is based on Nobel Prize winning research and our own international benchmark research on the skills used by successful sales leaders.

PAR Sales is a completely new way to teach customer focused selling. By combining technical and interpersonal skills with hands-on coached practice, PAR Sales produces measurable skill improvements and business results. It's the only program of its kind guaranteed to produce a full ROI within 90 days.

System Components



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Preparation

Participants are invited to a work session to implement real work with their associates. They are asked to bring six to ten business improvement recommendations with them; they will try to get them implemented and measured for tangible results. During the meeting they will receive special coaching on how to succeed at gaining support for their improvement recommendations. Some of the coaching is listed below.

Day 1

Understanding Buying Decisions

- A new look at logic, emotion, and decision-making
- How people reach buy-in.

How to Establish Conversational Rapport and Credibility

- Credibility skills without using artificial techniques
- Creating open-mindedness to begin sales calls

Day 2

Qualifying / Diagnosing Needs

- Qualifying the buying process and the potential for doing business
- Clarifying needs, problems, and opportunities in-depth
- Establishing the criteria for a valid solution

Positioning Your Ideas for Maximum Receptivity

- Connecting solutions to the customer's point of view
- Presenting "on-target" solutions

How to Get Buy-In, Support, and Commitment

- Making yourself easy to follow when negotiating a change in point of view.
- Creating a distinct change in how others think and feel toward buying
- Invitational leadership: the ability to inspire confidence
- How to customize the explanation of benefits

Day 3

Answering Objections, Managing Resistance or Reluctance

- Using leadership skills in high risk, high resistance situations

Closing: Obtaining Commitments vs. Agreements

- The difference between commitment (buy-in) versus agreement (intellectual consensus)

TARGET POPULATION

PAR Sales is for companies and sales organizations that want to improve their people's selling skills and create stronger relationships with their customers.

COURSE LENGTH

Duration: 2½ to 3 days or the equivalent for experienced business people.

Beginners may benefit from two sessions spread over a few months of field experience.

KEY OUTCOMES

Immediately measurable improvements in sales, and customer relationship competencies

Ability to tell the degree to which others are buying or not buying

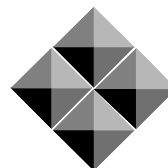
The ability to dissolve negative views and sales resistance by using leadership skills

Knowing when a sale is "makeable" and what the requirements will be for a sound solution

The ability to lead a conversation to new or different points of view.

The ability to close sales and gain committed buy-in

For more information on PAR Sales, contact:



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