

“Success is simple. Do what’s right, the right way, at the right time.” – Arnold Glasgow

Are You Achieving Your Sales Potential?

Fact: 25 percent of sales representatives produce 90 to 95 percent of all sales.

Clearly, most sales people are not selling to their potential! Why? *They truly don’t know how!* If every sales rep knew and did what the top 25 percent do, then they all would be selling more!

Until now, most sales people have not had access to effective, affordable sales training. Using our unique action based sales training techniques, we have created proven, turn key programs that will improve your selling skills so that you can achieve your true sales potential, guaranteed.

Downloadable self study courses, online interactive webinars or onsite training; we have a training solution to fit any size sales team and any size budget.

These techniques helped a national sales channel achieve average annual sales growth of 39% each year for 5 years.

What is Action Based Sales Training?

Our *Action Plan for Success* sales training courses are unique as they use action based sales training: a unique approach with four specific elements that must be combined to be successful.

Action Based Sales Training Four Pillars to Success

Proven Methods That Produce Measurable Results – 100% Guaranteed

Sales Training Materials

Our original materials and sales tools have been used over and over to achieve outstanding sales results with many different sales professionals in many different industries.

Practical Application Exercises

We don’t just talk about sales theory, the participants actually use sales tools that will make their lives easier and help them to sell more. Our teaching techniques are the same as those used by the best sports coaches.

Ongoing One on One Coaching

Each participant has ongoing access to our qualified trainers for support. We want you to succeed, so if you or a member of your team has a question, we’re here to help.

Testing

This ensures that the material has been understood and put into practice. Also, successful completion of the exams earns the designation of B2B Sales Connections Accredited.

The average person forgets 90% of what they hear in a lecture based training program.

Yet most sales training courses still consist of seminars given around a board room table. No wonder most sales people are not living up to their potential!

If you want to improve your sales results, you have to change your sales training!

Over 50 Years of Successful B2B Sales & Sales Management Expertise



OUR GUARANTEE:

B2B Sales Connections guarantees that if you or a member of your sales team completes one of our "Action Plan" series sales training courses as instructed, performance will improve.

If you are not satisfied with the results after a course is completed and the accreditation exams are submitted to us, simply contact us within 90 days of your purchase and we will provide you with a full refund. No questions asked.

B2B SALES CONNECTIONS ACCREDITATION:

After the training is completed, participants submit their Accreditation Exams to B2B Sales Connections for review and upon successful completion, will have earned the right to be designated B2B Sales Connections Accredited.

FOR MORE INFORMATION CONTACT US AT:

b2bsalesconnections.com

TORONTO: 905-426-3394

OTTAWA: 613-825-9139

info@
b2bsalesconnections.com

What You Will Learn

The B2B Sales Connections Inc. "Action Plan for Sales Success" becomes the foundation for your sales team. The course is delivered in four sections.

- **Why Are You In Sales? – Goal Setting & Action Planning**
 - How to determine and track what you have to do each and every sales day to get where you want to go!
- **It All Starts Here! – Define Your Target Market, Create Your Follow-Up File & Then Prospect!**
 - How to define your real target markets, design your CRM program to track it, and how to create a prospecting approach that opens the door!
- **Why Do Prospects Buy? – The Fact Find**
 - How to develop questions that create value and differentiate you from the competition!
- **Selling Your Solution – The Presentation of Offer**
 - How to present your product so that the prospect buys!

Training Formats

B2B Sales Connections has a training solution to fit any size sales team and any size budget! Whatever method you choose, you or your team will be supported throughout your training with free access to a qualified B2B sales trainer either by phone, email, or with video conferencing using Skype™.

- **Onsite Training Programs**
 - Delivered at your location in 4 sessions, this program is conducted by B2B Sales Connections own experienced sales trainers.
 - \$5,000 plus applicable taxes and travel expenses (up to 10 participants)
 - Please contact us for information about onsite training for larger groups.
- **Online Interactive Webinars**
 - Using the same study modules as the Onsite Program, this training is conducted over a series of 4 weekly interactive online conferences.
 - \$995 per participant plus applicable taxes
- **Downloadable Self Study Program**
 - This comprehensive self study program includes the same material as the onsite and online packages, yet allows you to learn at your own pace.
 - \$495 per participant plus applicable taxes.

About B2B Sales Connections

B2B Sales Connections is the specialized job board, free resume listing service, and sales training website dedicated only to business to business sales professionals. The company was founded by Susan A. Enns and Robert J. Weese, a team that has an outstanding record of success in over 50 years of combined direct sales, management and executive level business to business experience.

B2B Sales Connections – Helping You Achieve Your Sales Potential!

"I have attended several sales and product training meetings, and the session with her was among the best."