

# Action Selling™

## Elevate Your Selling Skills in 2010

### Introducing Action Selling

*Action Selling* is a complete selling process sales forces use to differentiate their company and their products or services. Salespeople who master *Action Selling* increase sales at a rate that is 6X greater than those without training. Simply put, Action Selling professionals, make more money.

- *Action Selling* outlines an easy-to-follow process that shows salespeople how and when to use five critical selling skills. These skills have been proven to have the greatest impact on moving the sell cycle forward.
- *Action Selling* merges critical selling skills with relationship skills. When salespeople follow the “Acts” of the Action Selling Process, they become synchronized to how prospects make decisions resulting in greater commitment, loyalty and trust.
- More than any other program, The *Action Selling* Training System transfers these skill sets into changed behavior, resulting in consistent and long-term field success.
- *Action Selling* provides a sales environment with research-proven skills, concepts and a selling language that creates top producing sales forces.

### Open Workshops for Action Selling

Action Selling offers workshops designed for small groups or individuals to experience the Action Selling Process in an interactive, classroom style learning environment. Students will walk away with a clear understanding of the tactical and strategic skills necessary to ensure success in competitive selling situations.

The engaging, instructor-led open workshop utilizes multiple media tools including videos, workbooks, group exercises and role play scenarios to ensure the principles are taught and applied correctly. Each student uses their own selling situations for completing every element of the training.



### Who should enroll in the Open Workshops for Action Selling

- Experienced sales professionals looking to sharpen their skills & expand their success.
- New sales people wanting to learn how to build long-term relationships and sell effectively.
- Sales teams that want to better manage the sales process and shorten the sales cycle.
- Sales Managers who want to learn how to improve their coaching of sales people.

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[www.actionselling.com](http://www.actionselling.com)

Connect on Twitter [twitter.com/actionselling](https://twitter.com/actionselling)

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## What Skills will I learn at the Action Selling workshop?

You'll learn critical selling skills that will improve performance in today's competitive arena:

- Install a clearly defined consultative sales process for more consistent sales success.
- Establish the best call "plan" prior to sales contacts.
- Learn how to sell more meetings and ratchet up your productivity.
- Develop new methods to create and sell your unique value.
- Customize a comprehensive questioning process to identify differentiated needs and buying motives.
- Discover how to smoothly and consistently gain commitment from prospects and clients.

## Upcoming Action Selling Open Workshops:

**Dates:** September 14 & 15, 2010 or October 5 & 6, 2010 or November 2 & 3, 2010

**Time:** **Day 1** 8:00 AM – 5:00 PM | **Day 2** 8:00 AM – 4:00 PM

**Location:** Radisson Hotel and Conference Center Minneapolis  
3131 Campus Drive, Plymouth, MN 55441, (763) 559-6600  
[www.radisson.com/minneapolismn\\_plymouth](http://www.radisson.com/minneapolismn_plymouth)

Workshop includes all student materials: Customizable Student Workbook, Laminated Reference Cards, Skill Drills™ Reinforcement, Audio CD, DVD, Certification Assessments, the Action Selling Sales Book and access to the LearningLink™ online sales training portal.

**Notes:** Class sizes are limited. Register now to assure that there is space for you. Lunch is included each day along with continental breakfast. Dress is Business Casual.

### Contact:

Action Selling

Direct: (800) 232-3485

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Minneapolis-based Action Selling, a leader in sales methodology and training, helps companies create a culture of sustained business growth in any industry through its research-proven selling process; an easy-to-follow road map that shows salespeople how to consistently win the sale, shorten sales cycles, protect margins and cultivate loyal customers. Firmly rooted in research, Action Selling directly links sales training to peak performance through its validated skills assessments, unmatched reinforcement and certification for transfer of learning. Action Selling has dramatically increased sales productivity for more than 3,000 companies and over 350,000 salespeople worldwide through Action Selling sales training and sales certification programs.