

SALES TRAINING MODULES FOR SELLING IN THE REAL WORLD

- The Psychology of Selling
 - Your Management, Your Company
 - Developing the Action Plan, Territory, and Time Management
 - Laying out the Requirements
 - Prospecting and Setting Initial Appointments
 - Qualifying the Suspects
 - Strategizing, Organizing, and Planning for the Buying Decision
 - Structuring the Initial Sales Call
 - The Executive Sales Presentation or Demonstration
 - Surveying Customer Requirements and The Art of Listening
 - Establishing Value, Substance, and the Sales Threshold
 - Offering Client Solutions: Creating the Proposal
 - The Return on Investment
 - Closing Out the Competition
 - Overcoming Obstacles
 - The Objective Sales Barometer
 - Closing the Deal
 - Staging the Final Contract
 - Implementing the Solution
 - Account Review and Recap
 - How to Increase the Sales Funnel and Make More Money
 - Good Work Habits for the 21st Century Sales Executive
-

Your Larry Sternlieb Seminar will contain the appropriate number of modules to help you improve your sales results.



FOR MORE THAN twenty-five years, Larry Sternlieb has been a high performing salesman, sales executive, and sales manager. During that period, he led the Cleveland Sales Branch of Xerox

Corporation in sales for three years, led General Electric Consulting Corporation for four years in new overall business secured nationwide, and regularly obtained Pro and President Club status for General Data Comm, McDonnell Douglas, and Prime Computer.

Larry received his Masters of Arts and two Bachelors of Arts from Kent State University. He has been a college instructor at both Kent State and Cuyahoga Community College.

Larry has provided sales training for some of America's top companies and is a working author of fiction and non-fiction.

Larry is the author of the sales textbook *Selling in the Real World*.



Larry Sternlieb Seminars, LLC
440-230-0826
sellingintherealworld.net



SELLING IN THE REAL WORLD

Sales training programs
that improve results
in the real world





SELLING IN THE REAL WORLD

Sales training programs that improve results in the real world

THE PROBLEM WITH SALES

Does your sales department suffer from inexperienced people not being at plan or quota? Have your sales veterans lost their initiative and their edge in the marketplace?

Does your staff have a low number of cold calls? Can they qualify a suspect? Do they have a low closing rate? Are your overall sales revenues flat or even in a decline? If so, you have a real problem, but one from which there is a real world solution.

There are as many ways to describe the problems found in sales departments as there are ways to train your sales staff. But, in the real world, these problems can be broken down into a few common scenarios — all of which have the same, negative outcome: poor results.

Larry Sternlieb's Selling in the Real World™ can provide you and your staff with the training you need to get your sales staff back on plan, restore their initiative, and renew their fire and self-confidence. Our modular training can be customized to create a presentation that will address your particular problems one by one.

THE SOLUTION

Our modular training represents the best of two worlds: business theory and practical applications. Our principle, Larry Sternlieb, has personally experienced dozens of America's top-flight training programs and taken from them only the best of what really works. And then he's combined that with his dozens of years of top-flight selling experience to produce our Selling in the Real World™ Seminars which address and solve basic and specialized sales problems your company is experiencing.

Should it be necessary, we will spend several days observing your staff and helping you pinpoint your exact problems, creating an employee-by-employee training program that will help you help your sales staff to improve their sales — and better their lives in the process.

THE RESULTS

In a few short weeks after the completion of your Larry Sternlieb Seminar, your staff will have renewed their motivation, reinvigorated themselves, and learned the skills they need to improve your bottom line. Your business will be on the road to financial stability and you and your staff will be happier and better equipped to deal with the problems that tomorrow always brings.



OUR FEATURES

- On-on-one sales training methodology
- Personalized and customized modular training programs
- On-site or off-site sessions
- Variable length programs to fit your needs
- Seminars focused on entry level, advanced, or combined staffing
- Employees receive their own workbooks that can be used as a personal refresher course
- Group refresher courses offered and strongly encouraged

YOUR NEXT STEP

If what you've just read sounds like we understand your problems, why not give us a call? One of our staff will be in touch with you to set up an on-site interview to discern your problems and needs, and to develop a program that will deliver the results you seek.

There is no obligation on your part until we have created a plan that meets with your approval.

Don't wait. Every minute that passes represents lost dollars that will never see the inside of your bank account.



Larry Sternlieb Seminars, LLC
440-230-0826
sellingintherealworld.net