Success Training Academy

The Nation's Leading Sales Training Company

Robert Taylor, Author Speaker, Electrifying Sales Trainer Business Consultant & Executive Coach. He graduated from Texas Christian University then studied Law at George Washington University Law School.

He will shake your company UP

Finally, sales training taught by an incredibly successful salesman. He earned a generous 6-figure income that put him in the top 1% income tax bracket from personal sales before becoming a full time sales trainer in 1993. This training is personally taught by Robert Joel Taylor, a polished sales pro who can transfer his powerful sales skills to your sales people. He has helped 100's of different companies to dramatically increase their sales sometimes doubling their sales! He has scores of video testimonials from clients who were thrilled by the results they achieved from his seminar--from Fortune 100 companies like American Airlines and the American Broadcasting Company (ABC), CompUSA and Avis Rent A Car to small companies of every kind. He is also the author of a best selling motivational book about how to achieve success. His earth shaking "SuperStars" sales training seminar will electrify your sales people and will dramatically increase your sales. It will pay for itself in the first week. Don't settle for some drone spouting worn out sales clichés --get the

Best Sales Trainer on the Planet!

He will shake your company UP

This sales training is personally conducted by Robert Taylor.

To see how to increase your company's sales by

50% go to

www.SuccessTrainingAcademy.com/video.htm

SuperStars Sales Training Program

The success of any business is measured by their ability to sell their products and services. At the Success Training Academy we can help your company **DRAMATICALY** increase sales with our **"SuperStars"** sales training program.

Discovery—Walk A Mile In Your Shoes

We begin our program with an essential discovery process. We need to understand the **current skills** and **needs** of your sales people. And we need to understand **your specific products** and **services** as well as your **"unique selling position"**—why people should buy from you as opposed to all others. We meet with your sales people and management to determine the gaps between where your sales people are today and where they want to be. We talk to your sales people and find out what **selling approach** they are using, **how disciplined** they are about making scores of **cold calls** daily, how they **qualify** their prospects, how they **develop rapport**, how they **make their presentation**, how they **over-come objections**, how they **create urgency**, and how they **attempt to close** the sale. We **listen to them** on the telephone making sales presentations to evaluate their sales skills. Basically we **walk a mile in their shoes** to understand the **challenges** they face and the **selling skills they need**. **Any sales trainer who doesn't** spend time with the sales people before the training, and who doesn't fully understand the client's products and services, **isn't worth a grain of salt.**

Customized "SuperStars" Sales Training Program

After we have a clear understanding of your products and services and the capabilities of your sales people, **we customize a specific sales training program to meet those needs.** We help your people deliver a more powerful presentation by suggesting specific language, phraseology and closing techniques. We recommend new presentation concepts, language and delivery techniques. **We teach your sales people how to listen and adapt the presentation to what they hear**. We use the Socratic Method, which is questioning approach to sales. We recommend new closing techniques and many other advanced sales techniques outlined below.

Interactive Training

We conduct a **very interactive** sales training seminar. Each of the sale people will be called on repeatedly to deliver to the group parts of the improved presentation as well as other activities. There is **extensive role play** and, by the end of the training, each person in attendance will be well versed in the new sales techniques. The **SuperStars** seminar is **not** about the old, worn-out clichés, techniques and methods of the '90's. It is about **today's proven selling techniques** that work in **2010.**

We teach a variety of **basic to advanced skills** and strategies to help your sales force sell more effectively. Below are just a few modules we offer for a truly customized training program:

- Necessary steps in the sales process
- Call preparation
- Determining how many prospects it takes to make a sale

- Prospecting discipline—either self-imposed or other imposed
- The necessity of constantly filling the pipeline
- Qualifying techniques
- The importance of the first 4 sentences you speak
- Gaining access to the decision makers
- How to get through secretaries
- Overcoming voice mail
- Questioning techniques
- Listening skills
- How to develop rapport
- The consulting approach to sales
- Sales presentation skills
- Creating value propositions
- Handling objections
- Relationship building
- Negotiation skills
- Handling difficult customers
- Selling benefits not features
- Following up with “new” information
- Creating artificial urgency (why buy now)
- Different closing techniques
- Improving your closing ratio

Other Topics In The Seminar Include:
- Avoiding sales peaks and valleys
- Strategic account management
- Daily activity management
- Setting more appointments easily
- Working by priority
- A Paradigm shift—how to smash your sales quota
- How to preempt major objections
- 3rd party selling
- Words to use & avoid
- Advanced telephone techniques
- Articulation, enunciation, emphasis, pacing, vocal variety
- Body language, non-verbal communication & mirroring
- The best technique EVER to improve your speaking voice
- From their lips –leading prospects to desired conclusions
- How to overcome rejection and stay pumped up
- Parallel networking to multiply your sales
- How to create wants and needs—emotional triggers
- How to put the prospect into an emotional buying state
- How to eliminate stalls, “think it over” & indecision
- The Butterfly Effect & how to use it to multiply your sales
- Setting and achieving activity goals
- Importance of attitude, daily affirmations & mental conditioning
- Sure fire appointment setting techniques
- Identifying verbal buying signals & fake objections

- Time management & daily activity scheduling
- In person sales techniques & critical first impressions
- Correct grooming, dress, posture, eye contact & “secrets” for in-person sales
- The Socratic Method of selling explained
- The 3 V’s of communication: visual, vocal, verbal
- Neuro-Linguistic Programming (NLP) sales techniques
- How to use trial closes to test receptivity
- The Rule of 7
- Relationship selling
- Territory management & pipeline analysis
- Center of influence selling
- How to create artificial urgency on every call
- How to make first call closes
- The Pareto principle
- Maslov’s hierarchy of needs & how it impacts your prospects
- Developing your “Unique Selling Position”
- The S.W.S.W.S.W.M.O.S.W. technique for telemarketing success
- The 4 Basic Personality types & how to adapt your presentation to their type
--Call center techniques for large sales organizations
- Using call reporting software effectively
- Selling different social and ethnic styles—attitudes and latitude
- Call coaching & monitoring

What this seminar is NOT:

It is **NOT** tricks, gimmicks, manipulation, platitudes, clever phrases, text book nonsense or 1990’s worn out sales techniques. It **IS** real world selling techniques that work in today’s competitive markets. This seminar will take **years** off your leaning curve and **turn** your ordinary sales people into **SuperStars. Bottom line: we show your sales people how to close more deals in less time. Simple as that.**

We deal with the most important 6 inches on earth—the distance between your temples. The SuperStars sales training program is designed to build **strong communication skills** and motivate your sales people to new heights of achievement by providing them with **new and powerful selling skills.** The SuperStar seminar is **personally conducted by Robert Joel Taylor**, President of the Success Training Academy.

Let’s be honest with each other

By inquiring about sales training, I can assume that sales aren’t what they should be, that your sales people are not setting the world on fire—otherwise you wouldn’t have contacted me. But maybe the problem is more than that. **Perhaps you need a quick business “check up”** by an outside source with extensive sales and business experience.

I have been in high-powered sales positions for over 20 years. During that time I was among the very top stockbrokers with E.F. Hutton. Later I had the opportunity to work

with the nation's largest business satellite television broadcasting company, the 7th fastest growing publicly-held company in the US and an explosively growing $200 million finance company where I broke the company's record for sales. My brother and I also personally built a tiny Fort Worth brokerage company into nationwide business with 22 offices with 750 employees doing $75 million in sales annually. I only mention my background to assure you that **my sales and business background has been broad and extensive.**

Demonstrated High Achievement

In my last sales job the average salesman who was with the company a year or more made about $35,000. I was hired and given no training whatsoever. I knew nothing about the industry. But I **broke the company's record for sales** in my 3rd month. I broke my own record several times. My **income** from personal sales after just 11 months with the company put me in **the top 1% income bracket**. And that was done without any experience in the industry, without a secretary, without anyone working under me, in a territory that had been worked to death by previous salesmen. That is when I decided to form my own sales training company. I only mention this to assure you that I have a **proven record of high achievement in sales.**

How I Can Help Your Company

I have been associated with some of the fastest growing companies in the United States. I learned how they built their businesses, the many mistakes they made and how they were able to grow faster than anyone of their competitors. **I can pass that knowledge and experience on to you and help your company get back on the fast track to success.**

I have been **conducting sales training** on a nationwide basis for **8 years** and have **taught 1,000's of people** my "SuperStar" techniques. During that time I have done sales training for large companies like **American Airlines, Avis Rent A Car, and CompUSA** to smaller companies of every kind all across the United States. I have taught hi-tech companies like software developers and instrumentation companies to no-tech companies like bedding sales and auto parts distributors and customer service training for many companies.

Sales Consulting—In Addition To Sales Training

If you wish I could spend a day or two reviewing your business practices with the focus on your sales efforts. I would objectively review your sales force, how they sell, their strengths and weaknesses, the entire sales process then recommend whatever changes seem warranted. I would make specific recommendations about **how you increase your sales** using the **best practices** I have learned over the last 20 years **from the nation's leading growth companies.**

Following that review, I would be happy to conduct a powerful sales training program for your people. I **promise** you that you will see both **immediate and long term results** from my customized sales training. Give me a call and let's schedule a **SuperStar** sales training seminar for your people.

Continued Success

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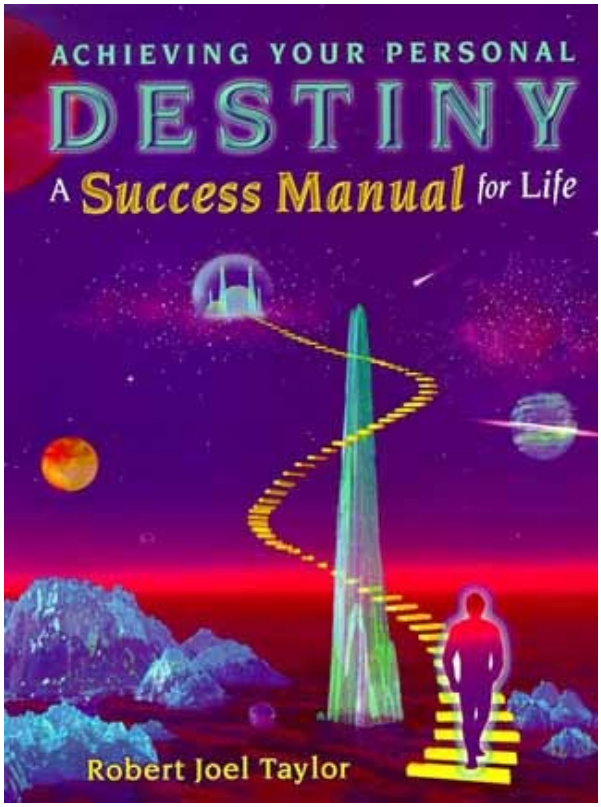
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"Achieving Your Personal Destiny,
A Success Manual For Life."