

**A breakthrough formula for exponential sales increases—
cutting-edge courses, coaching, and support**

**"I've done
other sales training
programs. Only when
I began A4S did I get the
sustained momentum and
follow through to take me
from \$30,000/yr
to \$400,000/yr."**

Tom, Insurance Salesman



THE WRIGHT BUSINESS INSTITUTE PRESENTS

A4S

**ADVANTAGE
FOR SALES**

A4S **ADVANTAGE FOR SALES**

Break through to your full sales potential with A4S seminars, coaching, and team support.

Build the skills you need to be your best.

Develop the vision and confidence you want.

Reap the personal and professional rewards you desire.

With the Wright Advantage for Sales, you will:

- Increase sales results, accountability, and discipline
- Build systems for accountability and support
- Master sales cycles to grow and penetrate accounts
- Gain skills that meet your real-world needs and challenges
- Sell more each month and over the year

Gain the A4S advantage:

- A unique combination of classroom training, team support, and one-on-one coaching
- Weekly training and support to keep you performing at your peak
- Developed over 20 years of success
- Led by top salespeople
- Powered by team discussion of *your* real-world sales challenges

In short, A4S is sales training for life.



For All Levels. For All Industries.

An INSURANCE SALESMAN Breaks Free.

Starting point: Tom couldn't break \$30,000 in his first three years selling insurance no matter how hard he tried.

The A4S Advantage for Tom: Tom learned high quality rapport skills, proven sales disciplines, and most of all, he received support from his A4S sales teammates and individual sales coach. He thrived with the camaraderie and friendly competition with his team, as they surpassed their goals together, while his coach helped him with planning, problem solving, and performance.

Results: Today Tom earns more than \$500,000 a year and closes well over a deal a day! He leads an A4S sales team and loves teaching others to break barriers like he did.

A WINDOW SALESPERSON Opens Up to Consistent Performance.

Starting point: Kathleen was a gifted replacement window salesperson who lived a feast-or-famine existence. When she needed money, she sold at a rate that would have earned her hundreds of thousands of dollars a year. Just when the feast started to taste too good, however, she stopped eating and managed to sell very little.

The A4S Advantage for Kathleen. As Kathleen learned the discipline of numbers, her peaks and valleys leveled off into consistent high performance.

Results: Kathleen now earns more than \$300,000 per year and sells so well that she manages other sales people, too.

A SLUGGISH STOCKBROKER builds discipline.

Starting point: Ray relied on a few wealthy clients who demanded all of his brokerage sales time. As a result, he turned in mediocre results month after month, rarely earning more than \$60,000 a year. That put him in the bottom 10% of stockbrokers at his firm.

The A4S Advantage for Ray. Ray developed daily prospecting disciplines that caused him to build a solid book of business and gave him the freedom to let go of his high-maintenance clients.

Results: Ray quintupled his former average annual sales and became one of the top performers in his firm.

Where great minds do not think alike.

Increase your results through the synergy of working with sales professionals in different industries.

No matter what field you're in, you'll excel with A4S training, coaching, and peer support.

We increased results for sales professionals from a variety of industries, including:

- Administrative and staffing
- Consulting
- Consumer packaging
- DJ, entertainment, video, and music
- Financial services
- Food service and catering
- High-tech sales
- Insurance
- Marketing, advertising, and PR
- Musicians, artists, and photographers
- Real estate agents
- Stockbrokers
- Windows, carpet cleaning, and home services
- Writing
- and many more

"A4S is about enjoying sales—getting to know my customers and having great contact with them. I never knew that no-nonsense support could be so much fun."

Jerry, Equipment Sales Rep

A4S

Win sales with a powerful and proven methodology. Gain support, accountability, and inspiration from a team led by top sales trainers.

▶ **Generate an Exponential Increase in Sales Results with:**

- Skill Development
- Peer Support
- Individual Coaching



▶ **An Exceptional Training Value:**

77 hours of training over 12 months
39 hours in 13 classroom sessions
26 hours in 13 team meetings
12 hours of individual coaching

*Content subject to change according to participant needs.

Hard Skills

WINTER			SPRING		
The System of Sales <ul style="list-style-type: none">■ Minding the Mind■ See through Excuses and Rationalizations■ Work the System	Build a Daily Routine <ul style="list-style-type: none">■ Make More Powerful Calls■ Maintain a Full Appointment Calendar■ Track Sales Activity to Generate Success	Develop Effective Systems <ul style="list-style-type: none">■ Track Calls■ Leverage Account Information■ Master CRM	Sell by Networking <ul style="list-style-type: none">■ Get More Referrals■ Work a Room■ Entertain with Intent to Build Business	Manage Your Pipeline <ul style="list-style-type: none">■ Generate Quality Leads■ Master the Sales Cycle■ Closing	Generate Winning Proposals <ul style="list-style-type: none">■ Heat Up Your Proposals■ Pricing for Profit■ Negotiating the Close

Soft Skills

WINTER			SPRING		
Know Why You Sell <ul style="list-style-type: none">■ Your Old Why■ Your New Why■ The Power of Purpose	Get Accountable & Use Support <ul style="list-style-type: none">■ Motivate with Consequences and Rewards■ Blow through Your Excuses and Rationalizations■ Set the Game to Win	Manage Your Time for Sales & Fun <ul style="list-style-type: none">■ Manage Fear■ Get the Most from Personal Time■ Overcome Soft Addictions, Take Conscious Breaks	Be A Trusted Advisor <ul style="list-style-type: none">■ Interview for High Quality Data■ Uncover Needs■ Solve Problems with ISAP	Overcome Objections <ul style="list-style-type: none">■ Uncover and Analyze Resistance■ Rapport and Resistance■ Deal with Rejection and Build Self Esteem	Give Winning Presentations <ul style="list-style-type: none">■ Set the Tone■ Speak Publicly, Relate Personally■ Wow the Board

Hard Skills

SUMMER			FALL			
Introduce Yourself to Sell <ul style="list-style-type: none">■ Build a Powerful Elevator Speech■ Establish Instant Credibility■ How Systems Work■ Develop Rapport with Gatekeepers	Manage Accounts <ul style="list-style-type: none">■ Set Account Standards■ Underpromise, Overdeliver	Set and Achieve Goals <ul style="list-style-type: none">■ Set Goals to Win■ Achieve Realistic Goals■ Going for Aggressive Goals	Penetrate Accounts <ul style="list-style-type: none">■ Grow Accounts■ Understand Complex Sales■ Tap the Power of Organization Charts■ Cross Selling	Marketing & Branding <ul style="list-style-type: none">■ Personalize Your Company's Image■ Master Marketing Tools. Use Media, Email, Voice Mail, Postal Mail■ Sell Benefits v. Features	Build a Winning Sales Team <ul style="list-style-type: none">■ Hiring■ Training for Success■ Sales Management	Generate a Sales Culture <ul style="list-style-type: none">■ Build a Sales Mindset Company-wide■ Report Results to Generate Momentum■ The Total Sales Force

Soft Skills

SUMMER			FALL			
Build Strong Rapport <ul style="list-style-type: none">■ Listen to and Understand Customers■ Know When to Talk, Building Trust■ Understand Personality Styles	Know their Buying Process <ul style="list-style-type: none">■ Analyze Buying Strategies■ Using NLP■ Deepen Relationships	Maintain Momentum <ul style="list-style-type: none">■ Hit Goals and Move On■ Celebrate and Create Success Incentives■ Build on Success	Sell by Serving <ul style="list-style-type: none">■ Vision Sales as Service■ Master the Power of Purpose■ Orient to Client Success	Develop Your Sales Image & Self Esteem <ul style="list-style-type: none">■ Build Your Personal Image■ Personal Beliefs■ Break Sales & Money Myths	Engage Sales Support <ul style="list-style-type: none">■ Ask for Help■ Delegate■ Use Coaching Effectively	Transform Yourself & Your Sales <ul style="list-style-type: none">■ Learning & Growing■ Bust Beliefs & Blocks■ Maintain a Positive Attitude

A4S Classroom Training and Team Support to Build Sales Excellence

"Working with sales people from different industries, we challenge each other to think outside the box. We succeed by trying strategies and techniques that other people wouldn't even consider."

Dave, Consultant

It's PROVEN.

The powerful, proven A4S methodology delivers exponential bottom-line business results. ***Win with a methodology backed by 20 years of success.***

It's PRACTICAL.

Integrated sales training and support fits your busy schedule. ***Master real-world challenges with powerful training and coaching.***

It's MULTIPURPOSE.

You'll benefit from strategies, tips and feedback from professionals in a wide variety of fields. ***Gain new perspectives you won't get anywhere else.***

A4S A Method for Everyone

Generates exponential results in all industries, including:

- Entertainment
- Financial Services
- Home Services
- Food Service
- Marketing
- Professional Services
- Technology

Builds success at all levels of experience

- Junior sales people develop a powerful vision build discipline, and receive advice for meeting their specific sales challenges
- Senior sales people supercharge sales, firm up strengths, fill skill gaps and gain ongoing support



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