



## Training Programs and Products

- The Mobile Sales Club
- The Selling Owner
- The 30 Day Sales Challenge

### 1. The Mobile Sales Club (Search “Mobile Sales Club” on YouTube)

- a. **Best for:** Print sales people at all skill and experience levels
- b. **Program description:** An ongoing training program (3 month minimum commitment) that builds sales momentum by teaching a prospecting process, improving the quality of the sales call, and working on skills like time management, overcoming objections and dealing with voice mail. Weekly accountability keeps you on track. Call quality is improved through one group conference call and one *optional* private sales coaching call each month. *Also Optional:* We will research individual prospects for an additional fee (\$25 each) and provide Executive Summaries that point out potential sales opportunities.
- c. **Starts:** Can begin any time (Bill calls to initiate program, teach process)
- d. **Advantage of this program:** This program applies the fundamentals of a solid prospecting program—Diligence, Call quality, Creativity and Differentiation—in a steady activity-based manner that results in sales momentum. Plus, if you take advantage of the Executive Summaries, we will really tee it up for you.
- e. **Cost:** With one private coaching call: \$397/mo; Conference call only: \$297/mo charged to a credit card

### 2. The Selling Owner (Search “The Selling Owner” on YouTube)

- a. **Best for:** Print shop owners who sell in addition to his/her other duties but lack either the time or the sales skills.
- b. **Program description:** An ongoing training program (3 month minimum commitment) that focuses on the unique needs of the Selling Owner, in particular: Time management. A prospecting process is taught and applied at a level that meets the time availability of the Owner. Weekly accountability keeps you on track. Call quality is improved through one sales coaching call and one group conference call each month. *Optional:* We will research individual prospects for an additional fee (\$25 each) and provide Executive Summaries that point out potential sales opportunities.
- c. **Starts:** Can begin any time (Bill calls to initiate program, teach process)
- d. **Advantage of this program:** This program is exclusive to the Selling Owner. The conference calls would be filled with other people in their shoes allowing for multiple ideas for every sales challenge. Plus, if you



take advantage of the Executive Summaries, we will really tee it up for you.

- e. **Cost:** \$397/mo charged to a credit card

### 3. **The 30 day Sales Challenge**

- a. **Best for:** Anyone looking for a quick, inexpensive way to increase their sales activity and drive sales momentum.
- b. **Program description:** This is an extraordinarily simple and effective program whereby you commit to a daily sales goal and we hold you to it EVERY DAY. Mid month you will participate in a small-group conference call to talk about things like time management, overcoming objections, and beating voice mail.
- c. **Starts:** The first business day of every month.
- d. **Advantage of this program:** There is no better or more economical way to jump-start your sales!
- e. **Cost:** \$97 per person

**Looking for something else? Call!**

**781-934-7036**

**Bill Farquharson**