



The Sales Challenge Program Description

The Sales Challenge is designed to drive sales momentum by monitoring daily sales activity and improving call quality through weekly webinars or small-group conf. calls. The program cost is \$97 per participant per month. There is no minimum length of stay. Satisfaction is guaranteed. Billings are made to a credit card on an opt-out basis.

How it works

1. To start out, you will be instructed to set a daily sales goal, a number consisting of calls made over the phone or in person to new and existing customers. Every day at 3pm ET you'll receive an email. Open it, hit the link, and enter that day's call total.
2. We monitor your sales activity and ensure that you are making the calls by sending email acknowledging your work or reminding you to check in...Accountability!
3. We use recorded webinars to improve call quality and educate you on how to sell print. On the first three Wednesdays of the month, you'll receive access to a full-length webinar. Print out the speaker's notes and watch it at your convenience. Webinars remain open for 24 hours, giving you ample opportunity to learn.
4. During the fourth week of the month, we hold small-group conference calls. This gives you a chance to speak with others in your field who are fighting the same battles and perhaps have new ideas and solutions.
5. Finally, you have the opportunity for a private 30 minute coaching call with me. This is where we talk about your sales challenges and offer solutions to drive your volume.

Here is the calendar of webinars:

Month One

- The Secrets to Prospecting: Where to Look for Leads**
- The Secrets to Prospecting: What to Say (Pre call client research)**
- The Secrets to Prospecting: Creating a Prospecting Plan**

Month Two

- Time Management**
- Hot Markets 1-3**
- Beating Voice Mail**

Month Three

- Overcoming Objections**
- Hot Markets 4-6**
- Consultative Selling**

For more information, go to www.TheSalesChallenge.com
or call Bill Farquharson at 781-934-7036



Month Four

- How to Sell Digital and VDP
- Hot Markets 7-9
- Making Effective Presentations

Month Five

- Negotiation
- Hot Markets 10-12
- Closing Business

Month Six

- Selling to Different Personalities
- Hot Markets 13-15
- Selling to The “C” Level

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A new Sales Challenge program starts each month, typically on the first Wednesday.

Increasing your sales volume is a function of increasing, improving, and monitoring your sales activity. That’s what The Sales Challenge does. Very well.

Grow *your* sales. Take the Sales Challenge!



Bill Farquharson

781-934-7036

bill@aspirefor.com

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