

# Making Sales People More Productive in 90 Days or Less

You can increase sales in 2010 by using proven management tools AT&T, Siemens, and Xerox have used to grow sales year after year after year since 2001. Through actual case studies, you will create lasting sales team success by adapting these tools for businesses that sell products and services to other businesses. You will leave this interactive, hands-on workshop with a written action plan specific for your business.

## Who Should Attend:

- ✓ **Business owners**
- ✓ **Hiring Managers**
- ✓ **VPs, Sales**
- ✓ **VPs, Marketing**

## You'll take away:

- ✓ **Free Employee Tool(s)**
- ✓ **WASPR<sup>SM</sup> Coaching Model**
- ✓ **A ton of best practices**
- ✓ **Written action plan**

## 1) Are the right people in the right job?

- Take the guess work out of hiring top producers, collapse ramp up time, and reduce attrition with these solutions
- These legal gambits will help you stop over paying for under performance
- Why you won't grow without these simple rules that build team unity

## 2) How does your process support growth?

- Compare your business to proven standards and select the tools you need today
- Depend on realistic forecasts with one pipeline model everyone uses
- Get 100% of your people using sales automation (CRM) 100% of the time

## 3) Elevate results today...

- Our proprietary WASPR<sup>SM</sup> action planning and coaching tool has increased individual production for every one who's ever used it.

*"I grew sales to \$450,000,000 with this system."*

— JOHN GOLDEN,  **at&t**

*"Our sales grew more than \$30 Million in 2 1/2 years."*

— JAMES ELLIS, **SIEMENS**

*"Sales increased every single quarter for 6 years in a row."*

— BOB MARTELLIO, **XEROX**

**Friday, December 4th from 7:30-11:30 am at Cambridge College  
1000 Massachusetts Avenue, Cambridge, MA.**

**\$35.00 for Cambridge Chamber of Commerce Members**

**\$70.00 for Non-Members**

**CLICK HERE TO REGISTER**

Seating is limited and advanced registration is **REQUIRED**

**FREE Sales Management's Best Friend Starter Kit<sup>SM</sup> (\$1,150.00 VALUE)**

## David Hamacher Consultant, Coach, Trainer



David Hamacher has helped increase sales productivity in more than 300 companies. He is the managing partner of Guaranteed Better Sales, and can be reached by calling 508.435.9999, or through his Getting Better Sales blog at davidh.getbettersales.com

Content from book in progress: *Getting Better Sales: How Businesses Grow Sales Year after Year after Year*



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**\* Improved Results Every Time**