

Jim Pancero
Advanced Sales & Sales Management Training
for the Experienced Professional



NAED

Present

***“You Can Always Sell More – By
Leading Your Team’s New Market
Selling Efforts”***

Questions? You may contact Jim at:
800-526-0074
jim@pancero.com

Name _____ Program Date _____

Jim Pancero

Advanced Sales & Sales Management Training
for the Experienced Professional



BIOGRAPHY

Jim Pancero has the most advanced, leading-edge "*business-to-business*" sales and sales management training available today. Everything he does is extensively researched and has one bottom line focus...to increase an organization's strategic competitive advantage and market uniqueness.

Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services.

His information-intensive keynote speeches, training programs and in-depth consulting work detail his innovative selling processes and strategies for the new economy and global marketplace.

Even during a sixty-minute keynote, Jim provides the most experienced members of his audience with proven, immediately usable advanced ideas to increase their competitive advantage and enhance their selling processes. His combination of humor and real-world examples evolved from his experience researching and training in over 80 different industries.

Jim has been directly involved in "*business-to-business*" selling for over 40 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "*Golden Circle*" designation annually awarded to the top 5% of their international sales force.

In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim has conducted over 3,000 presentations or consulting days for 600 companies providing a career average of five events per client. Over 90% of Jim's clients utilize his services more than once. You can learn more about Jim at Pancero.com as well view video clips on YouTube®

Jim Pancero, Inc., Dallas TX
Phone: 800.526.0074 ♦ Fax: 866.238.1692
www.Pancero.com

SELLING CHALLENGES PRESENT IN DEALERSHIPS TODAY

- Problem of “*mountain men/women*” outside salespeople.

- Fiercely independent doing everything their own unique way.

- Problem of salespeople being “*Painters*” instead of “*Printers.*”

- *Painters* – Salesperson treats each customer or selling situation as a unique selling opportunity.

- Each customer gets their own unique “*painting*” sales presentation.

- Nothing is learned or gained from either a win or loss since the next customer will get their own unique painting anyway.

- *Printers* – Sales team defines and then follows a consistent multi-stepped selling process.

- What is learned through the win or loss of an individual sale provides learning, input, and value to the entire dealership sales team helping all make the next selling opportunity even more efficient and successful.

ARE YOU INVESTING YOUR SALES LEADERSHIP TIME AS A MANAGER...OR A LEADER?

- Reactive “Management” Functions

- 1) Personal sales territory responsibility
- 2) Special Pricing
- 3) Expediting orders
- 4) Problem solving
- 5) Paperwork, internal reports and budget/quota analysis
- 6) Customer “suck up” calls (“Thanks for the business”)
- 7) Hiring/firing

- Proactive “Leadership” Functions

- 1) Managing and motivating your people
- 2) Coaching/training to improve selling skills
- 3) Managing/coaching/leading account planning and selling strategy
- 4) Defining, teaching and monitoring selling “best practices”

WHERE ARE YOU FOCUSING YOUR SALES LEADERSHIP EFFORTS?

	How are you spending your time now?	What should it be?
Administrative/Inventory management.....	_____	_____
Problem solving	_____	_____
Customer interaction as a manager	_____	_____
Working/selling your own accounts	_____	_____
Other responsibilities/assignments.....	_____	_____
Future focused coaching	_____	_____

SELLING SKILLS REQUIRED FOR SELLING SUCCESS

Strategic *Focus and Positioning*

- **Communicating Your Philosophy and Market Position**
- **Answering the Question *"Why, based on all of the competitive alternatives available to me, do I want to buy from you?"***

Tactical *Tools and Controls*

- **Understanding and Controlling Your *"ID to Close"* Selling Process**
- **How to Call *"Higher and Wider"* Within a Customer's Organization**
- **How to Utilize the Rest of Your Team in Your Selling Process**
- **Time and Territory Management Skills**
- **Effective Negotiation Skills**

Operational *Skills and Abilities*

- **Steps of a Sales Call**
- **Personality Awareness Skills (*"Why people buy"*)**
- **Persuasive Communication Skills**
- **Product and Industry Knowledge**

Attitude & Energy

INCREASING YOUR SELLING SKILLS

- What to expect from strengthened strategic selling skills

- The ability of your sales team to sell at higher margins because they understand you are not in a price driven market
- The ability to answer persuasively a customer asking them *“why, based on all the alternatives available to me do I want to buy from you?”*

- What to expect from strengthened tactical selling skills

- Sales professionals planning their daily and weekly activities or travel schedules in advance and in a logical way that is visible to everyone within your sales team.
- Sales professionals better able to answer where any customer currently is and what they have planned to maintain or grow their business
- Sales professionals being more proactive and initiating competitive protection activities sooner and with a higher degree of effectiveness
- More ongoing new business prospecting efforts

- What to expect from strengthened operational selling skills

- A more consistent and persuasive sales professional able to handle a wider range of customers, their concerns, their needs and expectations.
- A sales team who will come across to your customers as more customer focused, more professional and of more value than your competition

WHERE DO YOU FOCUS YOUR COMMUNICATIONS?

Future

- Forecasts and quotas
- Strategic planning

Today

- Status reports
- Call planning meetings
- Customer sales calls
- Problem resolution activities

History

- Call reports
- Expense reports
- "*What happened?*" meetings

KEYS TO COMPETITIVE ADVANTAGE AND INCREASED SALES

1) Strong response to “*Why buy from you?*” consistently delivered by your entire team.

2) Defined (and coached to) “Selling Process Best Practices.”

- “*ID to Close*” new business selling process.
- “1/1 to 12/31” processes to support your best customers.
- Operational “*Steps of a Sales Call*” and “*personality flexibility*” skills.

3) Proactive “Selling Process” coaching to all team members.

- One hour a week, (for each assigned sales person), discussing “Future Focused” account and territory planning and strategy.
- Free up time to coach.
- Each sales person prepares written plan for his or her five most important accounts.
- Break up the year into 2-4 month selling campaigns.

“TEN QUESTION ADVANCED SALES TEST”

Evaluate a salesperson (or yourself) assigning one of five scores to each question:

- 5 – Consistently excels and demonstrates an advanced effectiveness at this skill.
- 4 – Occasionally succeeds at demonstrating control and mastery of this skill.
- 3 – Shows some control and understanding of this skill.
- 2 – Show weak or little control or understanding of this skill.
- 1 – Has low to little awareness or attempts to utilize this skill.

Personal Persuasiveness

Q1 - Personal Persuasiveness With Customers?

5 4 3 2 1

- “Good on their feet” in front of customers. Persuasive no matter how brief their selling time.
- Ability to build strong relationships with a full range of personalities, ages, and job positions.
- Strong product/industry skills. Helps customers improve their business and equipment usage.

Q2 – Effective Customer Information Controls?

5 4 3 2 1

- All customer contact information kept accurate and up to date.
- Strong history notes on all significant customer activities or initiatives in Sales Advantage (SAM)

Tactical Control Of Your Assigned Territory and Selling Processes

Q3 – Actively Prospecting For New Business?

5 4 3 2 1

- Ongoing efforts to discover and sell new applications/equipment to existing customers.
- Ongoing efforts to discover and sell applications/equipment to new or competitive customers.

Q4 – Ability to Maintain And Grow Existing Customers?

5 4 3 2 1

- Ability to maintain high customer satisfaction ratings and feedback.
- Successfully handles customer problems and inquiries in a timely and persuasive manner.
- Has developed strong, long-term relationships with majority of customers.

Q5 – Proactive Control of New Business Selling Processes?

5 4 3 2 1

- Thinks and plans multiple sales moves ahead with majority of selling opportunities.
- Has a written “*selling game plan*” in place for all major selling opportunities.
- Can explain next three planned account selling moves or actions at any time for any account.

Q6 – Accurate Forecasting & Ability To Predict Sales Results?

5 4 3 2 1

- Develops and maintains a full year sales forecast for assigned territory.
- Ability to predict upcoming wins and losses with a strong degree of accuracy.
- Keeps management updated with ongoing accurate and timely sales forecasts and reports.

Ability to Communicate, Position and Sell Your Uniqueness and Value

Q7 – Ability To Win “Higher Priced” Business?

5 4 3 2 1

- Ability to sell your value and competitive uniqueness so you can win a customer’s business without being the lowest price or without significantly cutting prices or profit margins.

Q8 – Ability To Communicate and Position Competitive Uniqueness and Value?

5 4 3 2 1

- Briefly and persuasively communicates your dealership’s (and manufacturing partner’s) messages of competitive uniqueness and value to all customer selling opportunities.

Q9 – Strong Competitive Awareness?

5 4 3 2 1

- No major competitive losses in your territory.
- Demonstrates strong awareness of competitor’s products, pricing, and selling messages.
- Ability to proactively neutralize and sell against competitive selling messages and strategies.

Commitment to Being “Good Enough To Get Better”

Q10 – Is Coachable With A Positive Attitude And Work Ethic?

5 4 3 2 1

- Is a “*Student of Selling*” trying new ways to sell and seeks coaching advice from others.
- Helps improve others selling skills.
- Committed to helping dealership become stronger and more competitive.

Sign Up For My Free Newsletter "You Can Always Sell More"

- Emailed to your Inbox.
- Each issue contains a sales article as well as an article for sales managers.
- Each article has a PDF download link, an MP3 audio download link and a link to read articles online at Pancero.com.
- Sign-up at Pancero.com. Read/listen to current and past articles at www.pancero.com/archives.html



The screenshot shows the website for Jim Pancero, featuring a blue header with his name and a city skyline. Below the header is a navigation menu with links for Home, Programs, Consulting, Newsletter, Video, Audio, Schedule, Products, and Contact. A dropdown menu is open under 'Newsletter', showing options for 'Subscribe to Newsletter' and 'Newsletter Article Archives'. The main content area features the text: "You Can Always Sell More" Sales Coaching Newsletter (Emailed twice a year). Below this, there are three blue links: "Subscribe to our Free E-mail Newsletter", "Current Sales Article", and "Current Sales Management Article". At the bottom, there are two more blue links: "View/Hear Sales and Sales Management Articles in the Article Archives".

Questions or comments about this program?
You may contact Jim at:
800-526-0074
jim@pancero.com

“You Can Always Sell More, By Becoming More of a ‘Selling Process’ Sales Manager” by Jim Pancero

How many sales reps directly report to you? I have been asking this simple question a lot lately and the answers I am hearing are not that positive. I have been noticing a trend the last few years; it seems the average number of outside sales reps reporting to a “business-to-business” sales manager is slowly but surely increasing. I recently met a sales manager with 26 direct sales reports and another who had 20. Can you imagine what their daily life as a sales manager must be like? A sales manager with 26 direct reports has no time to coach and lead but instead only functions as a “911 dispatch operator” spending all their time fighting fires and solving problems.

Where do you spend your time as a sales manager?

The second question I have been asking sales managers is “Where do you spend your time as a sales manager?” This answer also, is not that positive. Because of the increasing number of salespeople reporting to one manager, the average sales manager spends the majority of their time acting as the “administrative leader” with no time, or awareness to lead their team’s planning or selling process.

Are you a “Transactional” or “Selling Process” Sales Manager?

The job of a sales manager can be divided into two distinct areas or efforts. Do you spend more time functioning as a “transactional” or as a “selling process” sales manager?

The vast majority of “business-to-business” sales managers are only functioning as reactive “transactional” sales managers investing all their energies into special pricing requests, order expediting, problem solving and customer glad-handing. Transactional sales managers spend almost no time actually coaching and leading their teams’ selling efforts. Transactional managers are always available to help solve a problem or to remove a roadblock, they just do little to actually direct or lead any members of their sales team.

The alternative to “transactional” sales coaching is to be more of a “selling process” sales manager investing the majority of your time helping each team member improve their selling skills, sales tools, and selling processes. Transactional managers only tend to work on today or history-focused problems asking, “*What happened?*” and “*So what are you going to do about it?*” Selling process sales managers invest their energy coaching and guiding their teams’ future focused selling efforts asking “*What are your next three steps with this account?*” and “*How can you better position your value and uniqueness?*”

Transactional sales managers are good at maintaining a sales team, their territory, and sales volumes while process sales managers excel at building and growing a teams’ selling skills, sales processes, and strategic competitive advantage. What can you do to become more of a “growth focused” process sales leader and less of a “maintaining” transactional problem solver in your job as a sale manager?

How it got this way.

“Transactional” sales managers did not go to college to learn how to shuffle paper and only solve administrative problems; they evolved into a transactional focus due to their lack of leadership training and awareness, their personal bias, pressure from upper management and the immediate demands of their sales team.

“You Can Always Sell More, By Becoming More of a ‘Selling Process’ Sales Manager” by Jim Pancero

The more reactive you are as a sales leader waiting for others to tell you what to do the more likely you will focus all your attention on transactional coaching and problem solving.

The most common reason the majority of sales managers only function as transactional managers is because no one is speaking up to identify a better way to increase sales.

Most sales managers reactively look to their boss for guidance on how they should be managing and leading their sales team instead of proactively speaking up to offer ideas that could improve their sales team’s performance and results. What ideas do you have that can allow you to invest more time coaching and leading, and less time focusing on administrative issues?

Selling continues to become more complex and harder. The majority of customers have become buyers that are more effective and negotiators demanding more from selling organizations. Markets have become hyper-competitive with little differentiation or uniqueness between vendors, profit margins have become tighter, and most sales organizations are demanding greater sales volumes from all members of their sales team.

If your manager has never been trained on effective sales leadership and has spent his or her career functioning as a transactional sales manager then your manager will likely assume that is the only way the job is supposed to be completed and will expect similar efforts and focus from you as a sales manager.

Another reason for so much focus on this reactive transactional leadership style is the reality of today’s cost cutting focus and mentality. Sales managers and schoolteachers share much in common. Both directly experience the results of their leadership’s cost cutting measures by being given more students or sales reps to teach and manage. The cost cutting pressures of the last several years have meant, “Consolidating our sales team” which really means, “Give more sales reps to each sales manager.”

What you can do about it

Are any of these concerns or reasons for reactive transactional sales leadership happening within your company’s sales management team? Even if you are now functioning as a predominately-transactional sales manager, it does not have to stay that way. You can change the way you manage and lead your sales team by becoming more involved in future- focused sales coaching, and account leadership that can help your sales reps achieve more than they would achieve if just left alone.

There are six ideas or suggestions that can help you achieve success as a selling process sales leader:

First,

Get some accurate data on where you are really spending your time and energy. The easiest way to do this is to start a daily time log of what you do. Take a few minutes at the end of each day to identify how many minutes and hours you invested in each of the major areas of reactive transactional sales management and proactive selling process leadership. Do you think you could rebuild your time at the end of each day to calculate accurately where you really spent your time? The major job efforts of a sales manager include:

“You Can Always Sell More, By Becoming More of a ‘Selling Process’ Sales Manager” by Jim Pancero

At the *Transactional Managing* level, skills include...

- Direct selling (Where your customer sees you as the main sales person).
- Internal company stuff - E-mails, internal reports, administrative activities, “non-selling” or “non-sales leadership” projects or assignments and meetings that are not directly sales related.
- Working on special price quoting, order expediting or inventory re-prioritization.
- Problem solving and Customer thank you communications.

At the *Selling Process leadership* level, skills include...

- “Future focused next possible selling steps” individual account planning and coaching.
- Coaching and training to improve your teams’ selling efforts or territory coverage.
- Increasing your team’s new business prospecting efforts.
- Helping your reps get “Higher, wider and deeper” within their customer contacts.

Where are you spending your time and what can you be doing with this new information to reassess and refocus your efforts as a sales manager and leader?

Second,

Becoming more of a selling process sales leader is to evaluate if there is anything you can dump, delegate, downplay, or ignore to free up more “Selling process” coaching time.

Third,

Look around to see if you can identify any sales managers within your company or community who are doing a better job at leadership than you are. If there are other sales managers at your level, compare notes and see how others are spending their time. Learn from those doing it better agreeing as a team to go to upper management to share your sales coaching opportunities and ideas.

Fourth,

Start investing time to coach your reps on their individual account selling plans and overall territory coverage - Start to prove you can make a difference!

Fifth,

Talk to your manager to explain the payoffs and benefits of you being able to invest more time as a selling process coach.

“You Can Always Sell More, By Becoming More of a ‘Selling Process’ Sales Manager” by Jim Pancero

Sixth and final reason,

Realize that even if you cannot reorganize your position or change your responsibilities you can still start offering proactive sales coaching suggestions in five-minute increments as you do your normal reactive transactional conversations.

Markets continue to become tougher, competitors are becoming stronger, and all sales professionals are wrestling with how to increase their sales volumes and selling efficiencies. You, as a sales coach and leader, can affect the focus and effectiveness of your teams' selling efforts and direction, if and when, you increase your proactive selling process coaching and leadership.

As the manager and leader of your sales team, we know you're good, now the question is, are you good enough and proactive enough to increase the amount of time and energy you invest leading your teams' selling efforts?

Jim Pancero

“You Can Always Sell More...By Setting Up Your Own In-House Weekly Sales Training” by Jim Pancero

What have you been doing recently to improve the selling skills of your team? With the growth of online sales newsletters, you now have an inexpensive way to conduct weekly sales training and coaching sessions with your team using the skill ideas being offered in these (normally) free newsletters.

Though sales training tends to work best when conducted on a weekly basis this type of training/coaching process can still be valuable to you and your team on any type of regular schedule that fits your culture and environment. This training can also be done over telephone conferencing if your team is spread out geographically.

Consider implementing the following four efforts to successfully begin your own regularly scheduled in-house sales training program.

1st Gain Buy-in From Your People to Participate In Your Ongoing Sales Training

The first step to starting your own in-house sales training program is to gain the buy-in and support from your entire sales team. There's nothing more frustrating than investing the time and energy to try increasing the skills of someone who doesn't want to be helped.

You need to talk personally with each member of your sales team sharing with them your goals for this training and coaching, your interest in helping them improve their selling skills and your desire to help them make more money. You next want to ask for their support and commitment to participate in your training sessions and to work to try these new ideas in their territory.

You will most likely need to deal with some resistance from your more experienced reps since most believe they don't need any sales training or skill building. It's the bias most experienced sales professionals have of believing that "experience = trained." Unless you have a lot of newly hired sales people consider positioning this program as "advanced training for already experienced sales professionals."

Get their agreement to try this as a 90-day experiment. Ask everyone to agree to participate and to work at implementing the ideas to be discussed each week. A great way to get the buy-in from an especially senior sales rep is to ask them to help you with the training and to participate actively as a sign of support for the rest of the team.

2nd Set Up A Regular Sales Training Meeting Schedule and Training Meeting Agenda

Once you have the buy-in from your team then your next effort is to set up the frequency and agenda for your training classes.

Assuming you want to meet with your team weekly then which day and time of the week would be least disruptive to your team? Most find first thing in the morning as the best time to meet before everyone scatters solving problems and making outside sales calls.

Your meeting only needs to be an hour each week. You want to keep to a tight and consistent meeting schedule so your people trust they'll be done on time each week.

You want to pick an article, audio recording or video clip to discuss for each meeting...we'll talk about where to get these training ideas in a moment.

The idea is to use these articles and/or recordings to inject a new selling idea or concept each week to your team. You want to give them the article or audio to review a few days before your next training session.

You now, as the facilitator, only need to lead your people on a discussion of this material. This prevents you from needing to do a lot of preparation to be a “stand up” trainer for your team. Taking the pressure off you to be the sales expert allows for more open discussion within your team as you all learn and discuss these new selling ideas together.

The meeting agenda itself is only based on you asking five questions of your team. The first question as you begin your hour of training is to ask your team “So what successes or challenges did you have this last week trying the idea we all promised to implement during our last training class?” Your debriefing needs to last less than ten minutes.

Your second question is to ask them “What’d you think of this week’s assigned article?” This is an open-ended question to get them talking. You want to make sure the conversations stay positive and “future focused.” We want to focus on moving forward with new skills, not lamenting why we’ve never done it that way in the past. A good plan is to limit this discussion time to twenty minutes or less.

Your third question is to move the discussion forward by asking “How relevant is this selling idea to us and our business?” This encourages discussing how this selling concept could actually be utilized in their selling efforts and allows you to talk about how this idea could (or needs to) be implemented by your team. Plan on this part of the discussion also taking twenty minutes or less.

Your fourth question should take less than ten minutes to discuss as you ask “What do you plan on doing new or different this week based on what we’ve been talking about?”

And then your fifth and final question is to ask for feedback to insure your training is still a positive and helpful investment of everyone’s time and energy. This is also a great question to ask each team member “one-on-one” to insure your training is still contributing to your team’s efforts and is also still seen as a good idea. If you get negative feedback for your training you might consider covering more advanced sales concepts to discuss.

Look how easy this is to conduct in-depth sales training! By only asking five questions you now have an effective ongoing coaching and training process established to help your experienced team get even better!

3rd Establish an Ongoing Supply of Sales ideas and Concepts to Use For Your Training

Once you’ve established the frequency and agenda for your training classes then your third effort is to establish an ongoing source of new sales ideas to discuss. You have two sources for ongoing training materials. Your first alternative is to purchase sales audios and videos and the second alternative is to take advantage of the free sites publishing sales training articles.

With purchased materials you tend to receive more in-depth and better organized training concepts. Published audio training programs will give you a multiple class training process that can allow you to go into more depth with your team as they learn new skills. We have published a variety of audio sales training programs and would be happy to offer suggestions for training your team. You can check out my audio training programs at www.pancero.com or by calling me at 800-526-0074.

Your second alternative is to take advantage of the free materials available online. The only downside to using these free resources is your training topics will tend to jump around a lot and not cover any specific topic or skill in much depth.

An “almost free” offer is to subscribe to the various printed monthly sales magazines including “Selling” Magazine and “Selling Power” Magazine. You also might find some great sales articles in your industry association magazines.

But an even better source is online. Most professional sales trainers or training companies now publish monthly (or in some cases...even weekly) electronic sales newsletters to support their existing customers and to gain more exposure promoting their training business. These monthly electronic newsletters are a great source of articles to use in your training.

At the end of this article I list the address links for what I feel are the best sales training sites (in addition to mine!) that all have strong monthly sales newsletters. By subscribing to these newsletters, you now have an ongoing supply of articles to select for your weekly sales meetings. You might even occasionally ask your more senior people to review all of the electronic newsletters you receive and have them select the article they would most like to discuss for your next meeting. Asking a senior rep to select the article and training topic for the week is also a great way to draw in someone who has felt the training wasn't relevant or helpful.

4th Start Improving the Skills of Your People...With Ongoing “One-On-One” Discussions and Coaching Follow-up

Once you've organized and established your in-house training it's now time to start holding meetings! As your team's sales coach you need to talk with each sales team member several times during the week to discuss their progress trying and implementing this week's sales idea. The success of your sales training will center on your ability to be an ongoing coach and leader in between your training classes. Your training will quickly die if you don't actively engage each sales team member on a regular basis.

You'll also need to hold each team member accountable to you and their commitment to participate in your training. You'll most likely need to double check with each team member prior to your first few classes to insure they did read or listen to the assignment for your next class. Your sales training will collapse if you allow any team members to come to your meetings unprepared.

Today's selling environment continues to become even more challenging, competitive, and demanding. Improving the skills, structures and selling philosophies of every member of your sales team is one of the most important efforts of support you can be providing your team.

After all....We know you and your team are good....now the question is...are you good enough...and involved enough to lead your team to improving their selling skills and success?

Consider subscribing to the following “*best of the best*” free electronic sales newsletters:

Jim Pancero - 800.526.0074

“You Can Always Sell More” Sales and Sales Management Coaching Newsletter

Subscribe - www.pancero.com

Past Articles - <http://www.pancero.com/archives.html>

Description - A free newsletter focusing on improving the skills, structures, and philosophies of the experienced sales professional. Each issue includes a sales article and an article on sales management. Both articles can either be read or listened to as an audio link.

Jeff Blackman - 847.998.0688

"The Results Report" Free Monthly E-zine

Subscribe - www.jeffblackman.com (Click on FREE Results Report)

Description - You never know what timely topics...my friend Jeff, will write, rant or rave about. And if you like impactful, conversational, information-loaded, real-world stuff that helps you generate immediate results, then "The Results Report" is for you! Each issue is packed with powerful quotes, success strategies, straight talk, action steps, valuable lessons and brutal honesty. Plus, it's fun to read!

David Yoho - 800.220.0440

"The Professional Educator" a monthly Sales & Management electronic magazine.

Subscribe - <http://www.davidyoho.com/maillinglist.html>

Sample Articles - <http://www.davidyoho.com/articles.html>

Description - The Professional Educator is a free monthly electronic sales & management magazine containing concise articles written by David Yoho and other nationally-known experts offering ideas to help you out-think, out-manuever, out-hustle and out-negotiate your competition without sacrificing profit or integrity.

Tim Connor - 704.895.1230

"Weekly Tips" (You'll receive two tips on *Sales, Success, Management, & Relationships* monthly)

Subscribe - <http://www.timconnor.com/emailtips.html> (There is a onetime \$15.00 lifetime enrollment fee)

Description - Published weekly, each issue offers ideas and tips to help improve specific areas of your business and personal lives. You will receive two tip articles each month covering sales, success, management and relationships.

Tom Reilly – 636.537.3360

"Sales Bytes" Free monthly e-newsletter.

Subscribe - <http://www.tomreillytraining.com/index.htm>

Past articles - <http://www.tomreillytraining.com/Salesbytes.htm>

Chuck Reaves – 770.965.5595

Subscribe – Free Ezine <http://www.chuckreaves.com/Ezine.html>