

THE OLSEN GROUP

— Training that Generates Results —

CONSULTATIVE SELLING SKILLS FOR RESULTS-DRIVEN PROFESSIONALS

UPCOMING PUBLIC WORKSHOP

FEBRUARY 17, 2010 9AM – 5 PM

Avoid making a fatal selling error - don't pitch products and services to customers without understanding their problems or goals. You need to move beyond feature/function selling and begin to uncover and satisfy your customers' most important needs to create immediate and sustainable success.

This hands-on workshop will improve your results from 20% to 100% with customers, people in your career and your personal life. You will walk away with practical skills on how to:

- **Establish Credibility** – Communicate in ways that build rapport quickly
- **Uncover Customer Needs** – Become adept at uncovering your customers' critical success factors through a powerful listening and questioning process that follows the way your customers make decisions
- **Present Your Solution** – Present your products and services in ways that satisfy your customers' critical success factors
- **Close** – Increase your success rate by mastering the two components of every effective close

The Olsen Group's workshops are specially designed for results-driven professionals like you. This unique, proven approach allows you to measure high returns on your training investment. Taking *Consultative Selling Skills for Results-Driven Professionals* leads to more closed deals, stronger customer relationships and the ability to thoroughly uncover customer needs.

DATE: WEDNESDAY, FEBRUARY 17, 2010 **TIME:** 9:00AM - 5:00PM
LOCATION: US BANK TOWER, 555 SOUTHWEST OAK STREET PORTLAND, OR 97204
FEE: \$895 INCLUDES LUNCH AND WORKBOOK *

* [Register by Friday, February 5](#) and get a **FREE** hour of one-on-one coaching with sales training expert, Scott Olsen.

