

THE OLSEN GROUP

— Training that Generates Results —

Based in Portland, Oregon, The Olsen Group is a sales training and consulting service that sets the standard when it comes to delivering results. We provide **tailored solutions** to help you **increase sales**, including sales training courses and individualized sales consulting to corporations and individuals. Our public workshops are specially designed for **results-driven professionals** and utilize a unique, proven approach that allows you to measure **high returns** on your training investment.

CLIENT TESTIMONIALS

"The Olsen Group consistently delivers outstanding sales skills seminars. They deliver long term productivity gains in addition to the short term increase in productivity that typifies most sales seminars. Scott has also been extremely helpful in coaching me to continually build the sales team's skills sets. It's hard to calculate actual ROI on this but I have no doubt it is at least a 4x plus return."

- Dan Laun, Sales Manager, Axium

"Our continued work with The Olsen Group helped us double our revenue over 12 months."

- Jeff Stephens, CEO, Creative Brand Communications

BUSINESS WORKSHOPS

JANUARY - JUNE 2009

GETTING BUSINESS IN A CHALLENGING MARKET

Learn new skills to find and connect with qualified prospects and specific tactics to keep your revenue growing, even when the market is slow. Our proprietary system on how to build instant, warm calls will increase your call rate success and turn prospects into customers.

EFFECTIVE NEGOTIATION SKILLS

Become a skilled negotiator, and increase your effectiveness with customers. Gain a clear understanding of the best way to negotiate in any situation – overcome roadblocks, empty promises, objections and more.

PRINCIPLES OF SUCCESSFUL SALES MANAGEMENT

Learn the ten key principles of being a successful and effective sales manager. Our comprehensive workshop will train you on how to find good sales people; evaluate sales performance; set goals; measure success; and manage the different personalities of your sales team.

CREATING AND USING A SALES TOOLBOX

Learn about the essential tools and principles that you should have in your sales toolbox. Walk away from this workshop with a whole new skill set and custom documents for your company's toolbox.

EFFECTIVELY HANDLING OBJECTIONS

Be an expert at overcoming customer objections. Through our enterprise PDR (practice, drill, rehearse) program, you will learn our proprietary five-step process to handling objections.

ADAPTING SELLING STRATEGIES TO DIFFERENT PERSONALITIES

Adapt your own personality style, selling tactics and strategies to the different personalities of your prospects. Learn which questions and sales tools work best with each personality group.

MAINTAINING AND MOTIVATING AN ELITE SALES FORCE

Maintain your sales team's peak performance, even in a slowing market. As competition for top performing sales people grows, learn how to keep the best members of your team.

