

BMC**800-4-BAILEY****WWW.
SUPERSTAR
SALES .COM**strategic sales
management

sales training and coaching

sales certification

sales candidate screening
and employee evaluation

sales education materials

**See inside for
special offers!**

the next step

*Calendar and newsletter from Bailey Marketing Concepts**1st quarter 2000*

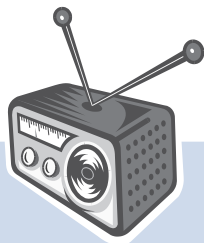
What is the Sandler Selling System?

Over 30 years ago, David H. Sandler, a struggling salesperson, discovered a better and more powerful method of selling. He also realized that the techniques he used to take his own selling career to a new level could be taught and transferred to others. Through a unique program of ongoing coaching and weekly group sessions, the Sandler Selling System has helped thousands of committed business owners, salespeople and professionals achieve success.

It has been well-documented through the Sandler Sales Institute that The Sandler Selling System shortens sales cycles, eliminates stalls and objections, increases the effectiveness of time spent with qualified prospects, and helps professionals avoid "unpaid consulting."

Bailey Marketing Concepts (BMC) is an authorized licensee of the Sandler Sales Institute. The coaches and trainers at BMC bring over 12 combined years of Sandler training experience to their clients and over 50 years outside sales and sales management experience.

If you would like to learn more about the Sandler Selling System please join us at a 90 minute "executive overview" held every Friday from 7:30 to 9 AM. To reserve your complimentary seat call 800-4-Bailey.



**Tune in to
1540 AM at 5:37 pm for
*Today's Sales Meeting Minute***

Sales Screenings, Evaluations, and Management Overviews

Effective coaching and training always begins with a complete understanding of your sales force's strengths and weaknesses. Now you can easily diagnose and evaluate

your employees, and determine what type of sales training they need most. In addition, you can measure and track 21 core competencies of your sales team as they advance and grow.

Recruit winning salespeople through a unique pre-employment screening customized for your company and industry. Find salespeople who not only can sell, but *will sell!* Our new Internet test will deliver sales candidate evaluations to you in minutes!

Presidents' Club

One year program meets weekly for business owners and salespeople.

The most important operating system a business can implement is an effective *selling system*. Sadly, most business professionals default to the "buyer's system."

The Presidents' Club is a sales mastermind group of business professionals that blends a unique approach to selling with a three-pronged method to impact attitude, behavior and technique.

Most business professionals need a secure environment in which to grow their businesses. Reinforcement is the key to long term, lasting growth.

Strategic Sales Management

Two year program meets monthly for Owners, Presidents, and Managers

The next step on the stairway to success may be your effectiveness as a leader of your sales organization. To help your company grow in the new century, you must now apply the unique mix of human relations and strategies your sales people need and deserve. With your people you will learn to:

- Use vision and leadership to unite them as a team.
- Develop trust and give autonomy that will motivate them as individuals.
- Gain expertise in coaching and mentoring them.
- Transfer courage and integrity that will discipline them.

Bailey Marketing Concepts
TRAINING CENTER
2091 Business Center Dr.
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Irvine, CA 92612
949-263-0640
949-263-0816 fax
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Building superstars in sales and management



JANUARY 2000

Monday

3

QUICKSTART
8 to 10 AM
Qualify, close & present
4 to 6 PM
Building rapport

Tuesday

4

7:30 to 9 AM
PRESIDENTS' CLUB
Review your yearly
sales plan

Wednesday

5

2 to 5 PM
STRATEGIC SALES MGT
Managing the numbers:
budgets, compensation
and forecasting

Thursday

6

7 to 8:30 AM
TOASTMASTERS

Friday

7

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation

10

QUICKSTART
8 to 10 AM
Effective prospecting
4 to 6 PM
Values & behaviors of selling

11

7:30 to 9 AM
PRESIDENTS' CLUB
Check your "baggage"

12

7 to 9 AM
ACRG monthly networking
meeting (www.allcities.org)

13

7 to 8:30 AM
TOASTMASTERS

14

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation

17

QUICKSTART
8 to 10 AM
B-A-Ting average
4 to 6 PM
Up-front contracts

18

7:30 to 9 AM
PRESIDENTS' CLUB
Special case studies

19

20

7 to 8:30 AM
TOASTMASTERS

21

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation
10 AM to noon - \$89 fee
Managing chaos or
creating growth

24

QUICKSTART
8 to 10 AM
Building rapport
4 to 6 PM
Qualifying for pain

25

7:30 to 9 AM
PRESIDENTS' CLUB
Networking: Special guest
speaker Susann Linn

26

27

7 to 8:30 AM
TOASTMASTERS

28

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation

31

QUICKSTART
8 to 10 AM
Values & behaviors of selling
4 to 6 PM
The right way to ask questions

Sales Coaches: **Scott Bailey, Jim Dunn, David Wilkinson**

Sessions: **Quick Start** – Eight basic sessions in the Sandler Selling System.

President's Club – One year program for business owners & salespeople. Meets weekly.

Strategic Sales Management – Two year program for owners, presidents & managers. Meets monthly.

Toastmasters – Develop your speaking and listening skills to their fullest potential.

Executive Briefing – "Sell more and sell more easily." (overview of the Sandler Selling System)

ACRG All Cities Resource Group – Business-to-business networking for consultants and professionals.

All events meet at Bailey Marketing Concepts, 2091 Business Center Drive, Suite 120, Irvine, CA 92612
phone 949-263-0640 • fax 949-263-0816 • e-mail: coach@superstarsales.com • www.superstarsales.com

FEBRUARY 2000

Monday

Tuesday

Wednesday

Thursday

Friday

1

7:30 to 9 AM
PRESIDENTS' CLUB
Strengthen your contracts

2

2 to 5 PM
STRATEGIC SALES MGT
Developing an effective
sales recruiting program

3

7 to 8:30 AM
TOASTMASTERS

4

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation

7

QUICKSTART
8 to 10 AM
Up-front contracts
4 to 6 PM
Qualify, close & present

8

7:30 to 9 AM
PRESIDENTS' CLUB
Advanced questioning
techniques

9

7 to 9 AM
ACRG monthly networking
meeting (www.allcities.org)

10

7 to 8:30 AM
TOASTMASTERS

11

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation
10 AM to noon - \$89 fee
Managing chaos or
creating growth

14

QUICKSTART
8 to 10 AM
Qualifying for pain
4 to 6 PM
Effective prospecting

15

7:30 to 9 AM
PRESIDENTS' CLUB
Sales autopsy

16

17

7 to 8:30 AM
TOASTMASTERS

18

21

CLOSED
President's Day Holiday

22

7:30 to 9 AM
PRESIDENTS' CLUB
Keeping business
once you get it

23

24

7 to 8:30 AM
TOASTMASTERS

25

7:30 to 9 AM
EXECUTIVE BRIEFING
and Orientation

28

QUICKSTART
8 to 10 AM
The right way to ask questions
4 to 6 PM
B-A-Ting average

29

7:30 to 9 AM
PRESIDENTS' CLUB
Problem solving clinic



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Today's Sales Meeting Minute

Mastering the System

Any training session can be attended six or more times a year and still be beneficial! In order to master The Sandler Selling System—to “own” it—you should plan on attending a minimum of four training sessions per month, and calling your sales coach every time you run into a problem.

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www.killermarketing.com



Building superstars in sales and management

Building superstars in sales and management

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Today's Sales Meeting Minute

Monday	Tuesday	Wednesday	Thursday	Friday
MARCH 2000		1 2 to 5 PM STRATEGIC SALES MGT Account Management: planning and servicing	2 7 to 8:30 AM TOASTMASTERS	3 7:30 to 9 AM EXECUTIVE BRIEFING and Orientation
6 QUICKSTART 8 to 10 AM Qualify, close & present 4 to 6 PM Building rapport	7 7:30 to 9 AM PRESIDENTS' CLUB Sandler rules clinic	8 7 to 9 AM ACRG monthly networking meeting (www.allcities.org) 2 to 5 PM NEW! STRATEGIC SALES MGT Understanding your people	9 7 to 8:30 AM TOASTMASTERS	10 7:30 to 9 AM EXECUTIVE BRIEFING and Orientation <i>10 AM to noon - \$89 fee</i> <i>Managing chaos or creating growth</i>
13 QUICKSTART 8 to 10 AM Effective prospecting 4 to 6 PM Values & behaviors of selling	14 7:30 to 9 AM PRESIDENTS' CLUB Close the sale, or close the file!	15	16 7 to 8:30 AM TOASTMASTERS	17 7:30 to 9 AM EXECUTIVE BRIEFING and Orientation
20 QUICKSTART 8 to 10 AM B-A-Ting average 4 to 6 PM Up-front contracts	21 7:30 to 9 AM PRESIDENTS' CLUB Active listening techniques	22	23 7 to 8:30 AM TOASTMASTERS	24 7:30 to 9 AM EXECUTIVE BRIEFING and Orientation
27 QUICKSTART 8 to 10 AM Building rapport 4 to 6 PM Qualifying for pain	28 7:30 to 9 AM PRESIDENTS' CLUB How to stay motivated	29	30 7 to 8:30 AM TOASTMASTERS	31 7:30 to 9 AM EXECUTIVE BRIEFING and Orientation

