

BRAD HUISKEN'S
BUSINESS TRAINING SERIES

HIGH PERFORMANCE SALES MANAGEMENT SEMINAR

NEW & UPDATED COURSE
& LOWER PRICE!!!

*Finally, a course designed
exclusively for the Store Owner,
Sales Manager & Sales Trainer!*

LEARN HOW TO:

- Dramatically increase sales and profits
- Increase Traffic in the store!
- A no-nonsense way to measure productivity! · Change behaviors for the better
- Role-play how to coach your staff on the sales floor with fellow sales managers.
- Initiate a proven **Formal Sales Training Program** for your salespeople.
- The **Five Benchmarks of a Productivity** Improvement Program.
- Maximize each and every selling opportunity. · Turn Objections into money in the register!
- Smoothly perform a turnover; or convert a turnover into a sale.
- Effectively add-on and up-sell. · Convert a repair or service customer into a sale.
- Sell your store and/or sell themselves. · Compete with the big box category killers or the Internet. · Effectively use the telephone and email.
- Train for retention and practical application on the sales floor.

*Now, more than ever, leaders need to learn more about leading!
It's not just important... it's called prosperity!*

HAVE YOU EVER EXPERIENCED ANY OF THESE SITUATIONS?

- You can never find enough time to train your salespeople.
- You trained them but they aren't doing "IT".
- You pick the wrong battle or your training lacks consistency.
- You manage based on something other than facts.



- You lack the appropriate subject matter necessary for properly training your salespeople.
- Your sales training meetings end up turning into gripe sessions.
- You are successful at sales and don't understand why your people aren't closing more sales.
- You have no written training program that teaches strategies and techniques; one that includes follow-up materials, exercises, role-play examples, and tests for retention.

If you've experienced these problems, this seminar is for you!

KNOWN FACTS ABOUT SALES TRAINING

- Sales training does not work without correct follow-up and a great deal of repetition.
- Salespeople must understand the philosophy behind the training that is being taught.
- There is a science to sales training, retention, and application.
- The application of sound sales techniques will produce consistent sales & profit increases.
- The lack of, or inconsistency of, on-the-spot sales training/coaching can single-handedly destroy your business.

An effective Coach will make the difference between a store that simply maintains and one that is growing and flourishing.

WE OFFER YOU AND YOUR BUSINESS A SOLUTION!

Here is what you get with our *Train The Sales Trainer* course in addition to all of the above:

- A **Comprehensive Training Manual**, including our renowned *PMSA* Relationship Retail Sales System.
- A thorough and detailed demonstration of the selling process; and how to implement it.
- Role-Play “effective coaching” in sales simulations!
- A **Complete Productivity Improvement Implementation Process**.
- An easy-to-understand breakdown of the *Twenty Tips and Techniques of Training* that will help you successfully train your staff; with an assurance that they will comprehend and apply the information.
- Practical methods for you to use that will get your participants attention, hold their interest; and trigger their desire to be involved and to keep learning more.
- Techniques that you can use as a means to get the commitment from others, so that they will use the information that is being taught.
- Suggestions and ideas about how to make training fun and interactive.

- Ideas for games and contests that can be used in your store to help increase sales.
- The skills, ability and knowledge to confidently go back to your place of business and produce positive results.

The Sales Manager/Trainer has the most powerful position in determining the success or failure of the individual salespeople and thus the store!



THE 2019 DATE

Charlotte - April 30th, May 1 & 2, 2019

THE COST

Expensive for those who do not attend—Profitable returns for those who do attend!

1 or 2 people from the same Company – \$795.00 each
3 or more people from the same Company – \$595.00 each
Train The Sales Trainer Course on DVD – \$995.00

Remember: There are tax deductible benefits that apply specifically to Business Training Courses.

THE GUARANTEE

We guarantee that you will be given the knowledge to grow your business with the information you receive from our course; and you will be delighted with your new-found ability to inspire, encourage and instill a sales driven culture into your organization that will produce successful results; or we will gladly refund your registration fee.

No One Leaves Until Every Question Is Answered!

DON'T BELIEVE US, HERE IS WHAT SOME ATTENDEES HAVE SAID:

Great course for me as an owner and SUPER Course for my store managers -

Steen Skanning - Inspiration Furniture

Excellent, Entertaining, informative, useful and enlightening -

Darren Levy - Fruehauf's Patio

"Terrific, Amazing, Informative - Life-Changing"

Nick Foster - Uncle Dan's Pawn Shop

"Hiring, training and managing staff has been the most challenging part of my job (and probably the least enjoyable). I now have the tools and the plan to be the HR Manager that I need to be, not just the owner that I happen to be. Train the Trainer is the most effective way that I have found to train me to be a better trainer and give me a plan to put in place back at the store."

**Marie Wade
Wares Jewellers**

"I wanted to thank you for such an inspiring seminar. I really appreciated attending. You've helped us with a lot of great ideas and systems we will implement."

**Tim Hansen
S.E. Needham Jewelers, Logan, Utah**

What a great 3 days! You have no idea how much this seminar has made me realize the practices that I HAVE NOT put into play! (Now I understand a little better why I am exhausted! Haha) The systems you introduced will, I am sure, allow me to begin running my business and stop allowing the business to run me!

Cyndy Webb - Big Green Pawn

"I really enjoyed your training in New Jersey. It has given me a great track to produce top-notch salespeople and managers - fast. It also has me thinking down the road on future development."

**Dan Gardner
Vice President, CAP Management**

"Thanks so much for the enlightening three days. Lindsey and I both learned so much our brains are bursting. I can't wait to get home and start implementing what we learned. I will let you know how it goes! Thanks soooooo much!"

**Heather Hanley
The Tin Roof Furniture**

"I'm glad that I had listened to some of the CDs to get an idea of Brad's personality and some of the topics he would cover throughout the 3 days. The sessions were filled with great information and he used wonderful examples that all of the areas could relate to equally well. His delivery is fun, but direct - he says things the way they are and using his real-life stories made everything more authentic."

Jeanne Jankowski - Eckroth Music

What sets Brad's training apart from any other we have used is the specific and sequential nature of the material. The Train the Trainer course gives you the tools to implement the material once you get home. In returning to my store I was able to objectively measure each salesperson's performance on the sales floor and incentivize what I wanted to change. We took our close ratio in one store from the low 30's to over 50 percent in one month. Not only did I never know what my close ratio was before, but would have had no idea how to change it without Brad.

Katie Goode - Amidon Jewelers

Great Course, Fun, Interactive and keeps it easy to learn and remember

Kate Martin - Texas Dollar Pawn

REGISTRATION FORM

Please contact us if you have any questions about Registration.

Name _____ Title _____

Company _____ #Stores/Employees _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Workshop Date _____ Location _____

Number of Participants _____ @ \$ _____ ea. Total U.S. \$ _____

Bill my Company

Check enclosed

Visa/MC/Amex/Discover # _____ Exp. _____

Name on Card _____ CVC # (on back of card) _____

Signature _____

Please print names of each attendee to ensure the correct spelling on their *Certificate of Completion*.

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Days One & Two: 9:00 am until 5:00 pm

Day Three: 9:00 am - 4:00 pm

Dress: Business Casual

Call 1-800-248-7703 / 303-936-9353

Or E-mail us at info@iastraining.com

www.iastraining.com

If you are mailing in your registration—please send to:

IAS Training, P.O. Box 27803, Denver, CO 80227

