

What keeps you awake at night?

- Are your sales reps hitting their numbers consistently to assure company stability and growth?
- Are your reps willing (and able) to cold call, consultative sell, and defend their territory?
- Are they clear about the sales cycle – and what they should be doing with every account, at any given time?



Let's hold a REAL discussion with your sales team

Let's Clarify The sales cycle

Let's Simplify Things for the entire sales team: managers and reps.

Let's Discuss Frankly, our strengths and weaknesses, when it comes to selling.

Why Introduce The Integrated Sales Rep to your team?

Train your sales team using a system that:

- Improves their strengths
- Offers consistent approach for the entire team
- Immediately reaps results

It's an easy sales system that complements your philosophies – and empowers Sales Managers to hold strategic discussions with reps.

Embrace a back-to-basics sales system, based on the fundamentals, not fads.

A system that works!

CLEAR and SIMPLE

Todd Priestley has crystallized a new way to think about the sales cycle, with a clear understanding activities required.

Todd realized that, as a sales rep, we're always doing one of three things:

Offensive Selling

Consultative Selling

Defensive Selling

An Integrated Sales Rep can (and should) do all three with every account.



Todd, thank you for speaking with my team. Your talk was filled with game-changing content as well as inspiration. You have a special gift of communicating the profound in a way that everyone can relate to.

Chris Dana, Western Regional Sales Manager, Cook Medical Inc.

Integrated
SALES REP
www.IntegratedSalesRep.com

Clear and simple. The sales system that works.™
Call Now 720-231-8352 Email todd@integratedsalesrep.com

The Integrated Sales Rep™ The 3 Stages of the Sales Cycle

A sales training program
that meets
YOUR needs

Offensive Selling

Goal: Become a vendor to as many accounts as possible.

Activities required:

- Cold calling
- Product demonstrations
- Ask for the order
- Be patient!

Consultative Selling

Goal: Become a sustaining resource (you are seen as a necessary part of their organization).

Activities required:

- Look at customers' world through their eyes
- See your place there.
- Ask questions & listen.
- Provide on-target proposal.

Defensive Selling

Goal: Push away the attack and retain the account.

Activities required:

- Maintain a database of activities.
- Justify your position as a sustaining resource.
- Be prepared to strategically defend pricing, quality, product line, service, etc.



Many sales teams bring in Todd for a ½-day workshop, and prefer this format:

50min The Integrated Sales System Presentation

1hr Roll-up-the-sleeves session with entire sales team

1hr Consulting session with Sales Manager and/or Sales Director

About Todd Priestley

A full-time, 100% straight-commission sales rep, Todd Priestley faced his fears, gained clarity about the sales cycle, and brought it all together into a clear, simple process he calls **The Integrated Sales Rep™**.

Highlights of Todd's sales experience include:

- Over 23 years of experience as a straight-commission professional sales rep for Kimball Midwest.
- Top 4% of sales reps in the company that is unquestioned leader in MRO sales, boasting double-digit revenue growth, even during the recession.
- Multiple sales awards including The Century Club, The Inner Circle, The \$500K Club, and Top 10 Salesperson.
- One of only a handful of 700 sales reps who sell at the company's highest-level commission rate.
- Opened 256 new accounts in his first year of selling and says, "That's how you overcome your fear of success."



Todd, you're one of us. You're not some guy who lives on an island and came up with some wild-eyed theory on selling.
Sales rep and workshop participant



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