

1093 A1A Beach Blvd  
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St Augustine

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800.424-8277

[www.vass.com](http://www.vass.com)

Enclosed is a study that illustrates why highly educated, technically expert professionals are so uncomfortable persuading at the executive level: Years of technical training naturally lead to a technical sales presentation aimed at technically expert buyers who have low-level budget approval authority.

Major budget approvals occur at the executive level and require a business-oriented, results-driven solution rather than a technical, process-oriented pitch. A different approach is required to sell appointments and services at the CEO-CFO-COO and boardroom level; it requires different preparation, presentation, and tactics. Management strategies can fail because managers misunderstand this vital, and often fatal, difference.

For twenty-eight years, VASS® has specialized in only one subject: how to persuade at the executive level—how to sell your services as a solution to high-level business problems.

This isn't a training decision as much as a strategy decision—it is about the level at which you wish your people to sell. If your marketing strategy indicates your people should call at the lower levels of a company, any training firm that advertises on the web will work; they are interchangeable.

If your business strategy requires your people to call at upper management and boardroom levels, we may be able to help. We specialize only in this category of training; so much so, we have trademarked the words themselves. VASS Executive Sales Training® retrains companies that must sell at the executive level to increase sales revenues 25% to 100%.

Please give me a call at 800-424-VASS to discuss this three-day program for the people who control the cash flow—the salesperson who must convert your management strategy into executive level persuasion tactics.

Most cordially,

[jerry@vass.com](mailto:jerry@vass.com)

Jerry Vass

You may watch Jerry Vass in the classroom at [vass.com/information](http://vass.com/information)

ST AUGUSTINE

TORONTO



VASS®





RETRAINS COMPANIES THAT MUST PRESENT AT  
THE EXECUTIVE LEVEL TO INCREASE SALES  
REVENUES 25% TO 100%.





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## EXECUTIVE SALES TRAINING PROGRAM

• **Length:**

Three days—20 hours of instruction—72 hours of focus

• **Number of Students in each class:**

10 minimum—18 maximum

• **Fee:**

\$30,000 plus airfare and lodging

• **Terms of Payment**

Fee due in full with tuition agreement

• **Demographics:**

Senior management and executive salespeople

• **Return on Training Investment:**

Our clients report a return of tuition costs within one week and five to ten times return on the total training investment within ninety days

\* We do not hire contract trainers.

Each member of VASS®

- owns their business and sets their own fees
- has a huge equity interest in delivering perfect service
- is at least fifty years old
- has at least twenty years of high ticket selling experience
- has managed and trained their own street sales force
- has Fortune 500 names on their client list

Biographies and client references on request. You may see each of our partners working in the classroom at [www.vass.com/information](http://www.vass.com/information)

[jerry@vass.com](mailto:jerry@vass.com)

ST AUGUSTINE

TORONTO



## A Snapshot of

# VASS<sup>®</sup> EXECUTIVE SALES TRAINING<sup>®</sup>

### OUR MISSION

VASS<sup>®</sup> retrains companies that must present at the executive level to increase sales 25% to 100%.

### OUR CREDENTIALS

- 28 years teaching executive-level sales
- 12,000 executive-level salespeople and their management taught in 550+ three-day courses
- 88% of our business is repeat

### OUR PHILOSOPHY

- We exist only to create a profit for our clients
- Our clients get more than they pay for
- Our litmus test for *any* training: clients achieve at least 400% ROI on the fee
- We don't say anything we can't prove
- We do not hire contract trainers

### PROGRAM ADVANTAGES

- Raise the level of client contact
- Differentiate your services from the competition
- Teach your people to justify and defend a fee higher than the competitors'
- Translate your management strategy into executive-level selling tactics

(More detailed information is explored in the *Plain Talk About Sales Training* section and at [www.vass.com/information](http://www.vass.com/information))

### PROGRAM STRUCTURE

- Three days: the Story, the Tools, and the Delivery
- All interaction; all mechanics
- No theory, motivation or belief systems

### HOW WE ARE DIFFERENT

- We teach from the Buyer's point of view
- We teach executive selling tactics, not strategy—the actual words to use
- We teach in business terms—the language of the executive suite

### YOUR BENEFITS

- Increase sales 25% to 100%
- Our clients report a return of our fee within one week and a five to ten times return on the total training investment within 90 days

### DISCLAIMER

VASS<sup>®</sup> is not for everyone. If your business strategy demands that your people call on middle management or below, we are not a match. Any downline sales training firm will work; they are interchangeable.

If your strategy demands that your salespeople call at the executive level, we may be able to help.

## What Makes VASS® Different

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- Your people learn executive selling tactics not strategy.
- Your people learn execution, not theory.
- Your people learn to execute from the Buyer's point of view.
- Your people learn to create a problem-solving executive level conversation with the Buyer rather than just pitch. And not just the concepts; they learn the words to use at the C-level.
- Your people prepare and practice to close an actual targeted prospect at a higher fee than the competitors.
- Your people develop the three interdependent functions of the executive conversation—Story, Tools, Delivery.
- Every program is tailored to handle your specific selling problems.
- We teach in your specialty—translating your technical expertise into a business context for the executive Buyer.
- We teach in business terms—the language of the executive suite.
- We exist only to create a profit for our clients.
- We do not subcontract. We do not bait and switch instructors; every VASS trainer is a principal.
- Our litmus test for *every* training program: does it create a return of 400% or more on the Client's investment?
- We specialize only in this category of training—so much so that we hold a trademark on VASS Executive Sales Training®.

## Eleven Most Frequently Asked Questions

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### **1. “Does a salesperson really need to present differently at the executive level?”**

Yes. Major budget approvals occur at the executive level which requires a business oriented, results-driven solution rather than a technical, process-oriented pitch. Executives are intuitive, incisive, and smart buyers. Persuasion at the CEO-CFO-COO and boardroom level requires different preparation, presentation, and tactics.

Persuading at a company's executive level requires the seller to present simply, quickly, clearly and honestly. That means selling without tricks, gimmicks or puffery. This approach is counter-cultural and counter-intuitive for salespeople.

Management strategies often fail because managers do not understand this vital and often fatal difference.

### **2. “Why do we need three days? Why can't it be shorter?”**

Three days is the required minimum to create an executive level presentation, develop new skills and gain the optimum return on your tuition investment.

VASS® training creates new selling assumptions. This thinking shift requires not only an understanding of the underlying persuasion process but also the physical practice that allows the seller to apply these new assumptions under pressure.

We have tried many variations of this course in an attempt to shorten it. Over fifty experiments show us that seventy-two clock hours are required for salespeople to internalize this new way of thinking and modify their behavior to fit the new information. Learning new persuasion skills is behavior modification and more like learning a sport than an intellectual exercise. After three days, salespeople often tell us they wish the course was longer.

### **3. “For what level of salesperson is this course designed?”**

This training translates your senior management strategies into boardroom persuasion tactics and the course is designed for the salesperson who calls on the executive level of a prospect's business hierarchy. A salesperson is defined as anyone regardless of title, education or station in life who makes or changes opinion and gains commitments from a Buyer. The salespeople we train are highly educated, highly professional, highly motivated and in most cases highly paid before we meet them.

## 11 FAQs

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### 4. ***“Our people don’t sell to boardrooms. How can we use what you teach?”***

Your salespeople may be calling at a lower level but the ultimate decision is made at the executive level. Salespeople must help the middle manager design a justification that will convince top management to approve and finance the expenditure.

The market has changed dramatically. So much money was wasted during the dot-com debacle that big budget decisions are no longer made by the technical staff and middle managers; final decisions are made by upper management and boards of directors who are now legally liable.

While the middle manager may not be interested in the business benefits your services deliver, when he or she presents your proposal to management, the approval will be based only on business logic, not technical data.

The translation of your technical knowledge into business benefits can differentiate your services from the competition. Middle managers are flooded with technical minutia but search in vain for business benefits to take to the board for approval.

In high-ticket sales, if you are not speaking business language, you are inviting the competition into every presentation you give.

### 5. ***“How is VASS Executive Sales Training® different from the same old stuff?”***

We teach persuasion at the executive level. We destroy, not reinforce, selling illusions that cost companies up to half their sales revenues. We teach mechanics—the words to use in your business story and then deliver it. We deal in your real world—your strategy, your expertise, your problems, your market, your industry, your language. Your salespeople will develop solutions to their own selling problems by preparing for their next important, real life presentation.

We have spent over two decades developing methods for selling in the boardroom. As specialists in executive presentations, we were allowed to trademark the name for this category of training.

The biggest impact is on senior people, your seasoned veterans who suddenly realize how much money they have been leaving on the table by using low-level selling skills on high-level decision makers.

Ultimately, your decision may not be about which firm to hire for your training but about your business strategy. If your business strategy calls for presenting to the executive level, we may be able to help. If your strategy calls for selling to middle management and below, any sales training company advertising on the web will work since they are interchangeable.

## 11 FAQs

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**6. “We have already taken ‘strategic selling’ programs such as Miller-Heiman, Holden, Siebel, etc. Why do we need this course?”**

Strategic selling programs focus on account management skills and selling strategies within an account. They train sellers to assess their chances of winning in a given situation, to understand where to go within the prospect company’s hierarchy and how to get there.

These courses are truly strategic and don’t address tactics. They do not teach your people what story to tell or the words to use to deliver the message to executive-level buyers. Our clients have consistently found VASS® training to be the complementary missing link that joins selling strategy and boardroom tactics.

**7. “After the course is completed, how do we maintain our people’s skills?”**

We have no interest in making your organization consultant dependent. Instead, your company should be able to continue the training in-house for both experienced people and new hires. We have developed a number of ways to help you maintain a high skill level in your company.

- Online post-course training materials designed to help your people continue improving their skills
- Open courses once or twice a year to train new hires or refresh those previously trained
- VASS® Troubleshooting Days and Boardroom Presentation programs
- VASS® licensing programs with Train-the-Trainer courses allowing you to control schedules and reduce ongoing training costs 50% to 65%.

**8. “Who have you worked for and how much do you know about our industry?”**

You don’t hire us to teach you about your business. We don’t claim to know or understand your business or industry. From our experience, we know that your salespeople have far more information about their industry, products and services than they will ever need to be wildly successful in closing a sale.

You hire us to teach your people how to translate their expertise into the Buyer’s language and apply it from the executive Buyer's point of view in the right format at the right time. As you will see in class, at the executive level, pure expertise without translation usually works against your salespeople’s success.

**9. “How important is it for management to attend the course?”**

Vitally. If your management isn't involved from the beginning, VASS® is a waste of your training dollar.

Your attendance sends a message that you are serious about the outcome. Your lack of participation can create dissension as your salespeople will know more about executive-level persuasion than you.

## 11 FAQs

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Your presence helps build your team. After the course, everyone speaks the same language, focuses on the same problems and runs in the same direction at the same time. This is how teams are built and common languages are created.

### ***10. “If you’re so good why haven’t we heard of you?”***

We do not advertise. The results reported by our clients do not look believable in print.

We are not a match for every firm. We choose our clients carefully so that they can create the maximum return on investment from our programs.

We are specialists. Our business purpose is to help our clients install a company-wide selling culture and create a competitive edge. Those clients come to us by referral—our name is passed discreetly between business friends. Since they consider VASS® training to be their secret weapon, many of our clients are reluctant to talk about us at all unless asked directly.

### ***11. “Can you teach everyone to be a superstar?”***

No. Our results match the standard educational bell curve. We can, however, influence every student to

- Structure sales presentations to work at the executive level
- Sell benefits rather than features
- Sound as honest as they really are
- Understand that persuasion skills are as important as technical knowledge
- Avoid the twenty common selling errors that kill executive-level sales

For further clarification and references please contact  
VASS Executive Sales Training®  
(800)424-8277  
jerry@vass.com  
www.vass.com

## Plain Talk About Sales Training

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### A SALESPERSON

Anyone who makes or changes opinion and gains commitments from a Buyer plays the role of a salesperson regardless of title, education or station in life.

### THE SELLING PROBLEM

The reason salespeople don't sell well is not simply lack of selling skills. Selling well at the executive level requires three functions in roughly equal proportions—the three legged stool consisting of Story, Tools, and Delivery. Ignorance of any one function renders the others moot.

As a result, your salespeople are unable to explain:

- your firm's competitive advantage
- your unique selling proposition
- what business you are really in from your Client's point of view
- how your service fits into the Client's business
- how your service is different from the competition
- the results your service delivers in the Client's terms
- why your service is worth your asking price

This is why your people

- are defenseless in a price negotiation
- are surprisingly difficult to buy from
- leave half your business undiscovered and unsold

### THE COMPONENTS

Selling at the executive level requires your firm's selling **Story** be told from the Client's point of view, not yours. In twenty-five years we have never encountered a salesperson who could do it before training.

It requires **Tools**—selling tactics that allow the Client to buy rather than be sold. Eighty percent of salespeople do not have a command of these tools.

It requires **Delivery**—presentation formatting and design that closes transactions rather than just “show-and-tell.” Nine out of ten cannot do this.

### CHANGES

Fluid markets and tightening business conditions have left managers searching for ways to reduce cost of sales and increase revenues. In this age of litigation, these problems are further complicated by the unseen legal liabilities generated by salespeople who ad lib the firm's selling message replete with errors and omissions.

While salespeople are comfortable selling at the lower levels of business using a technical, process-oriented pitch, major budget approvals occur at the executive level which requires a results-oriented solution stated in business terms. Persuasion at that level requires different preparation, tactics and presentation (the Story, Tools, and Delivery).

A meeting with a CEO lasts an average of fifteen minutes. It requires the seller to present in a business context—simply, quickly, clearly and honestly without tricks, gimmicks or puffery. This approach is counter-cultural and counter-intuitive for salespeople.

Sales and marketing strategies can fail miserably because managers do not understand this vital and often fatal difference.

### WHY HIRE US?

We provide managers with the tactics to execute their business strategy, reduce their cost of sales and increase the market value of their firm by retooling their competitive selling message for the executive level. *(To calculate how additional sales revenue impacts your firm's market value, visit the spreadsheet at [www.vass.com](http://www.vass.com), click on “Manager's Only” button.)*

## Plain Talk

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### MANAGEMENT GAINS

- a customized executive-level selling approach unique to your firm
- translation of your professional and technical expertise into plain language the Client understands
- 25% to 100% increases in sales revenues
- esprit-de-corps generated from common skills, language, objectives and successes
- “best practices” standard of sales presentation formatting and delivery which presents one uniform and predictable face to the market
- easier-to-manage, self-motivated salespeople and reduced management stress
- a clear assessment of your selling position and sales force in action
- reduced proposal preparation time by 75%
- an in-house training curriculum
- a customized selling manual for your firm
- a plan for installing a selling culture across the company
- reduced new-hire ramp up time by 40%
- shortened sales cycles
- reduced waste of marketing dollars that generate leads salespeople can’t close

### SALESPERSON GAINS

- the recognition that professional expertise must be sold; it doesn’t sell itself
- the realization that persuasion is a tactical game as well as a strategic one
- the skills to play the executive-level game
- new skills that replace nineteen commonly held cultural selling myths
- a genuine knowledge-based confidence that replaces fear and bravado
- an understanding of how they differ from the competition and the confidence and tactics to justify their higher fee

- an understanding of the difference between persuasion and building relationships
- greater risk tolerance
- recognition of fatal selling errors
- control in executive-level presentations
- awareness of how much money senior salespeople leave on the table
- responsibility for their selling life without excuses

### A CANDID LOOK AT VASS®

#### *We are specialists*

We teach hard-core mechanics that provably work at the executive level. We do not teach anything else—just the ten minute slice of time when the boardroom sale occurs.

The salespeople we train are highly educated, highly professional, highly motivated, highly trained and in most cases highly paid before we meet them.

#### *We do not advertise*

Our clients come by referral—our name passed discreetly between friends. The results our clients report do not look believable in print.

#### *We teach street reality*

Executive-level persuasion is based on the way clients actually respond. We combine your technical expertise with our tactical knowledge to design a new executive-level sales presentation to fit today’s extraordinarily competitive marketplace.

*We remove mystery from persuasion, not create it*  
Everything we teach is observable, provable and repeatable after we leave.

#### *We build business-specific training*

It directly addresses your selling problems in your language to fit your service and current market conditions.

## Plain Talk

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### *We do not pull punches in the classroom*

As a management tool and your working partner, we relentlessly search for the truth to isolate the selling problems that cost your firm money irrespective of where that search leads.

We challenge currently held positions on everything—conditioned responses, preconceived ideas, long-standing business rules, industry practices and sacred cows—anything that triggers negative Buyer responses.

### *We are unique*

If you ask us where to find programs that incorporate the three indispensable components of executive-level persuasion, we don't know and we have searched diligently for a quarter of a century.

### *Benefits*

- Based on our Clients' results, it is reasonable to expect a five to ten times ROI on total training costs within 90 days and the return of our tuition fee within one week
- Increase sales revenues 25% to 100%.
- Reduce sales management time by 15%

### *We don't teach theory*

This is a straightforward, how-to, 100% interactive course. Your people don't theorize or opine about sales—they sell—under tight control for three days while they evolve their new selling position.

### *We have a “no-risk” policy*

If, at the end of Day One of the program, you feel VASS Executive Sales Training® does not match your business strategy or will not create an extraordinary profit for your firm, your fee will be refunded.

No client has ever hired us for our guarantee; no client has ever asked us to make good on our guarantee. Guarantees address the wrong risk. The real risk is hiring a training firm which reinforces the expensive selling mistakes your people make now—approaching high-level presentations with low-level pitches.

### *We know you don't believe us*

Because the sales training field has earned a reputation of “over-promise and under-deliver” your doubt is well founded.

The cost of entry into sales training is extraordinarily high. Many programs called “sales training” have little to do with actually closing transactions. They talk *around* the problem of persuasion with lecture subjects like strategy, building relationships, presentation style, PowerPoint, dress for success and the like.

We have twenty-eight years in this single business, 33,000 writing hours in design of our copyrighted materials and have trained 12,000 salespeople and their managers in 550+ programs. Our results have been determined by our clients, not us.

### **CALL US...**

Most corporate selling problems are multi-faceted and not easily or effectively handled on a web site or email. Because we are problem solvers first and sales trainers second, when you call we will be delighted to discuss your company's selling problems. After so many years of training executive-level salespeople we have seen and heard nearly everything and we are willing to share our experience and knowledge with you.

Our mission is to help our clients make money. If VASS® training can help we will suggest a course of action. If our training won't help we will tell you that, too. We promise this: you will not be pitched—you will be listened to.

Determine a time when your firm can dedicate three intensive days to reposition its selling story, develop the tools and refine the delivery for the executive level. Then call us at 800-424-8277 to reserve a training date and discover the other half of your business. All communications are confidential, of course.

## Program Outline

### Day One

#### *THE STORY*

##### *Package Your Information*

- Course purpose
- Predictability of Buyers and Sellers
- Distinguish truth from lies
- Develop features-advantages-benefits
- Design differentiating statements
- Prove your case
- Explore universal business problems
- Role-play: discover the real problems
- Introduction to the Delivery tools
- Design executive-level questions
- Matching your solution to Client's business problem
- Make the Buyer comfortable
- The seven possible objections
- Determine your most expensive objections
- Close the transaction
- How changes occur
- Individual work—prepare for Day 2  
(Approximately 1.5 hours)

### Day Two

#### *THE TOOLS*

##### *Design The Mechanics*

- Review selling tools
- Presentation requirements of the CEO
- Consolidate features-advantages-benefits
- Determine offsetting benefits-make it worth it
- Prove your value—protect your profit
- Role-play: answer a real price objection
- Refine the selling position
- Design questions for disinterested buyers
- Take business from the competition
- Role-play: working with disinterested buyers
- Individual work—prepare to get hired  
(Approximately 1.5 hours)

### Day Three

#### *THE DELIVERY*

##### *The Persuasive Executive Conversation*

- Selling tools review
- Building perceived value
- Your differentiating story
- Executive presentations
- Applying VASS methodology to proposals, RFPs, follow-up letters, brochures, voice mail
- Role-play your Next Sale—apply Story, Tools, Delivery to real life
- Summary; practice schedule; wrap-up

**a partial client list...**

## Clients...

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ABLE ONE,  
*(Computer re-seller)*  
Kitchener, Ontario

ACCORD COMMUNICATIONS,  
*(Telecommunications distributor)*  
Toronto, Ontario

ADDISON CORPORATION  
*(Building materials distributor)*  
Atlanta GA

ADVANCE FINANCIAL CORP.  
*(Commercial factors)*  
Atlanta GA

ALPHAGRAPHICS  
*(Print shop franchises)*  
Salt Lake City UT

ANDERSEN CONSULTING  
*(Computer Services)*  
Chicago IL

ARMOUR CAPE & POND  
*(Civil engineering)*  
Atlanta GA

ASCOM TIMEPLEX  
*(Network provider)*  
Toronto, Ontario

BAKER AUDIO/TELECOM  
*(Integrated voice processing)*  
Atlanta GA

BARRUETA & ASSOCIATES  
*(Commercial real estate)*  
Washington DC

BELL CANADA  
*(Telecommunications provider)*  
Toronto, Ontario

BLOUNT INDUSTRIES  
*(Sporting equipment)*  
Lewiston ID

JOHN BUCK COMPANY  
*(Commercial real estate development)*  
Chicago IL

BURKE COMMUNICATIONS  
*(Outdoor magazine publishers)*  
Chicago IL

BPI MUTUAL FUNDS  
*(Mutual funds)*  
Toronto, Ontario

CB SOFTWARE  
*(Business computer software)*  
Cleveland OH

CISCO SYSTEMS  
*(Routers and networks)*  
San Jose CA

COMPUCENTRE  
*(IBM blue-ribbon business partner)*  
Toronto, Ontario

COFFIELD, UNGARETTI & SLAVIN  
*(Attorneys at Law)*  
Chicago IL

COMPUTER SYSTEMS CENTRE  
*(Retail computers & software)*  
Toronto, Ontario

COOPERS & LYBRAND  
*(Management consultants)*  
New York NY

COREY OUTDOOR ADVERTISING  
*(Billboard advertising)*  
Atlanta GA

CRESA PARTNERS  
*(Commercial real estate)*  
Dallas TX

DDB NEEDHAM WORLDWIDE  
*(Advertising agency services)*  
Chicago IL

DIGITAL EQUIPMENT CORPORATION  
*(Computer manufacturer)*  
Toronto, Ontario

E.I. DUPONT  
*(Groundwater environmental services)*  
Wilmington DE

DUPONT WIRE AND CABLE  
*(Cable management services)*  
Wilmington DE

ENDLESS ENERGY LTD.  
*(International energy-related companies)*  
Salisbury, Wiltshire UK

ENVIRONMENTS GROUP  
*(Commercial interior architecture)*  
Chicago IL

GROUP TELECOM  
*(Data & telecommunication services)*  
Toronto, Ontario

GEORGIA INSTITUTE of TECH.  
*(Continuing education)*  
Atlanta GA

GOVERNMENT OF CANADA  
*(Governing)*  
Ottawa, Ontario

GRUBB & ELLIS  
*(Property sales & management)*  
Phoenix AZ

HEWLETT-PACKARD  
*(Computer services)*  
Cupertino CA

IBM  
*(Executive support center)*  
Boulder CO

IBM CANADA LTD.  
*(Computer services)*  
Toronto, Ontario

i'GENERATION  
*(Internet resource training)*  
San Francisco CA

INTEREP MARKETING GROUP  
*(Radio advertising)*  
New York NY

INTL. RACQUET SPORTS ASSN.  
*(Health and fitness club owners association)*  
Boston MA

## Clients...

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INTECOM CANADA INC.  
*(Telecommunications supplier)*  
Toronto, Ontario

NOVELLUS  
*(Computer chip technology)*  
San Jose CA

JULIEN J. STUDLEY, INC.  
*(Commercial real estate)*  
New York NY 10022

KNL COMMUNICATIONS  
*(Telecommunications)*  
Phoenix AZ

OCTEL/VMX, INC.  
*(Integrated voice processing)*  
San Jose CA

THE OLD MILL  
*(Country inn)*  
Toronto, Ontario

KOLL COMPANY  
*(Real estate development and services)*  
Newport Beach CA

ONTARIO POWER GENERATION  
*(Electricity generation & sales)*  
Toronto, Ontario

TORONTO HYDRO  
*(Electricity generation & sales)*  
Toronto, Ontario

LUCENT TECHNOLOGIES  
*(Telecommunications)*  
Toronto, Ontario

PRICEWATERHOUSECOOPERS  
*(Management consultants)*  
New York NY

TOSHIBA  
*(Electronic products)*  
Toronto, Ontario

MACTEC, INC.  
*(Engineering and consulting services)*  
Alpharetta GA 30004

PROVIDENT LIFE AND ACCIDENT  
*(Group long-term disability insurance)*  
Chattanooga TN

TRAMMELL CROW COMPANY  
*(Real estate development and services)*  
Dallas TX

MERCK FROSST  
*(Pharmaceutical manufacturer)*  
Vancouver, BC

PURE FISHING  
*(Fishing and sports equipment)*  
Spirit Lake IA

TRAVERS REALTY CORPORATION  
*(Commercial real estate)*  
Los Angeles CA

MICROAGE  
*(IBM blue-ribbon business partner)*  
Toronto, Ontario

RADWARE INC.  
*(Information technology)*  
Tel Aviv, Israel

TRUST COMPANY OF WASHINGTON  
*(Financial services)*  
Bellevue WA

NAUTILUS  
*(Fitness equipment manufacturer)*  
Independence VA

RE/MAX of GEORGIA  
*(Real estate sales)*  
Atlanta GA

UJB FINANCIAL  
*(National banking services)*  
Princeton NJ

NAISBITT GROUP  
*(Futurist services/ forecasting)*  
Washington DC

SANYO ELECTRIC, INC.  
*(Multinational consumer products)*  
Little Ferry NJ

UNITED STATES NAVY  
*(Ocean engineering and construction)*  
Washington DC

NICE SYSTEMS  
*(Information technology)*  
Tel Aviv, Israel

SPORTING CLUBS OF AMERICA  
*(Health and fitness clubs)*  
San Diego CA

VAIL ASSOCIATES  
*(Ski resorts and retail services)*  
Vail CO

NMB CORP.  
*(Bearing manufacturer)*  
Chatsworth CA

SPRINT  
*(Long Distance Services)*  
Toronto, Ontario

WESTIN HOTELS  
*(Hotels/hospitality)*  
Toronto, Ontario

NORSTAN CANADA  
*(Telecommunications supplier)*  
Toronto, Ontario

STAUBACH COMPANY  
*(Commercial real estate)*  
Dallas TX

WP COMMERCIAL  
*(Commercial real estate)*  
Chatham NJ

NOVELL  
*(Office automation software)*  
Provo UT

## Executive Comments...

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**“Terrific!...”**

John Naisbitt, *President,*  
*The Naisbitt Group*

**“Our people have thoroughly internalized your training. I realize that you not only have impacted how we sell, but you have affected our very culture. We will never be the same.”**

Barbara Bower, *Vice President, Marketing*  
*Services, Trammell Crow University*

**“The best behavioral change consultant we’ve ever used.”**

Tom Bedell, *CEO,*  
*Pure Fishing, Inc.*

**“We revised our business plan to reflect an increase of 40% in our income. Your fee was the best training investment we made in our brokers.”**

Wes Irvine, *President,*  
*Irvine Associates*

**“Being in sales for 25 years, I thought I knew everything. Was I wrong. My salespeople and I have increased our closings by 50%.”**

Harold Kaufman, *President,*  
*Kaufman Associates*

**“We are now frequently awarded accounts at prices \$200,000 to \$600,000 higher than the competition. In 1999 we achieved 316% of our new business goal. We still have a complete moratorium on new business. We have reached the company’s capacity and may not be able to accept any new business until late 2004. My job, (while not exactly defined as such) is to keep us all from becoming arrogant in light of our VASS-influenced sales successes.”**

Roy Musgrove, *Vice President Sales,*  
*NORCAL Mutual Insurance Company*

**“You gave me the “knowledge” to ...accomplish anything I wanted in one-fourth the time and most importantly, you made it so simple.”**

Marilyn Miglin, *President,*  
*Marilyn Miglin Cosmetics*

**“To be brief and to the point, sales increased by 100%. The payback on the course was about 24 hours and since then it's all profit.”**

Ken Sheetz, *Senior Partner,*  
*Oxford Advisors, Inc.*

**“I got a dollar back for every dime I invested.”**

John Griffin, *President,*  
*Thermocycle, Inc.*

**“Our sales in 3 years have increased from \$2.9 million to \$4.3 million...in national ranking from 13th to 5th. Our presentations bring a much higher success rate.”**

Burt Richmond, *President,*  
*RMM, Inc.*

**“It is possible that your crash course in effective selling could be renamed “A Course in Awareness.”**

Mike Needleman, *President,*  
*Tartan Sales Company*

**“Sales increased 120% the year following training and our close rate climbed more dramatically than we could have hoped for. Finally, a measurable ROI from sales training.”**

Terry Levine, *President,*  
*Kayenell Enterprises*

**“In three short days, Vass brought us the concise business focus we had sought unsuccessfully for more than a year.”**

Frank Lobb, *Manager,*  
*DuPont Biosystems*

**“...an eye opener. I only wish that I could have taken the course 17 years ago when I started my selling career...It is a way to bring control back into a salesperson's life. As the manager...I found the skills learned particularly useful in managing...”**

Jacques Ducharme, *President,*  
*Julien J. Studley, Inc.*

**“We are kicking butt in New York. We picked up new business on Thursday using your tactics and should earn commissions in excess of \$200k.”**

Jim Stein, *Senior V.P.,*  
*Lincoln Property Group*

**“Your course assisted me to renegotiate a contract, the example I used in class, and is worth \$560,000 with lots of potential growth.”**

Sheri Deitrich, *Account Manager*  
*Allstream Inc.*

## Executive Comments...

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**“Thank you for teaching an old dog new tricks. Unfortunately, after attending numerous sales seminars through the years I had become somewhat cynical about the practical application of sales training material relating to real world situations. No longer! Your approach, techniques and format were all superb. I look forward to ‘Vassing’ the competition.”**

H. Pryor Blackwell, *President,*  
*Trammell Crow Company*

**“Experiencing your class has set off a cultural change in my area of responsibility. Where we used to talk, we now listen; where we used to dazzle, we now address the customer's specific needs; and before we leave, we close.”**

John M. Solanik, *Manager of Customer Support, IBM*

**“Sales have increased by 137% since completing the training, without adding new products or staff. Not only did we increase sales in a tight market, but our newly-trained technical support staff generated unexpected incremental revenue that impacted the bottom line.”**

M. Peter Paleczny, *President,*  
*Able One Computers*

**“Your course provided me the tools to realize that my approach in the past was diametrically opposite to that of my client's interests and needs. This was quite a profound learning experience. The big question is how well did it work? Fantastically! Over \$300,000 in new sales were developed in the first 100 days following my attendance. By year end, I was able to reach 200% of my plan for a banner year. I attribute this directly to what I learned from your course.”**

Jesse Potter, *President,*  
*Recruitment Solutions, Inc.*

**“I evaluated 178 sales courses for a Fortune 500 company. VASS training was my choice.”**

William R. White, Jr., *President,*  
*Whiteoaks Company Management Consultants*

**“A definite requirement for new and experienced salespeople. Our selling will never be the same again.”**

Laurain Stephens, *Regional Sales Manager,*  
*Bell Canada*

**“The VASS course paid for itself 3 times over within 5 business days of the training. I tripled my income. Thanks for the new house.”**

Gary McLean, *Director of Sales*  
*Group Telecom*

**“Our sales and support teams have been positively, dramatically and permanently impacted by the changes delivered in this course. Our numbers speak for themselves.”**

Janet Thompson, *Regional Sales Manager,*  
*Cisco Systems*

**“As a 15 year veteran in the noble career of selling, I consider myself somewhat of a student of the profession. You have provided me with a 3 day, mind-cleansing experience. Just at the moment when I thought I had developed my career and selling philosophy to its highest level of sophistication, I realized I was wrong. The highest level of sophistication is simplicity. Thank you for enabling me to again see and feel the 'essence' of selling.”**

Jim McGowan, *Director of Sales,*  
*J.A. Alternatives*

**“Increased sales of over 26% makes me a believer; regular calls from the field saying "this system really works" makes me a believer and personal experiences using the system makes me a believer.”**

Michael S. Brenny, *Director of Sales*  
*Pure Fishing*

**“The Western Region has been able to obtain a steady revenue stream. In the past we would have cyclical results. Overall, with the steady result our team has obtained a 33% increase in sales over 2002.”**

George McDonough, *CEM, Sales Director*  
*NICE Systems*

**“I decided after your course I would go elephant hunting. Applying the VASS principles I got a meeting with the decision-maker. (Many of my competitors with 20+ years in the business couldn't get his ear). This is worth \$2m to me and my team. We are in the hunt and ready to pull the trigger.”**

Trevor Ragsdale, *Vice President*  
*The Staubach Company*

## Executive Comments...

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**“Thanks for a fantastic three days. I have already seen improvement and we've closed three deals that have been "on the table" for months without lowering the rates!”**

Deborah Stuefloten, *Senior Manager,*  
*Koll Management Services*

**“My personal sales went up over 40% the first year I started "Vassing". As a group we had the biggest single year jump in total sales after the three-day course—between 45 and 50%. The increase in business was great, but I have to say the decrease in the group's stress level was just as important for me as their manager. Using your presentation style, from mission statement to close, we closed two accounts amounting to \$300 million in gross billings.”**

Graham Keenan, *Radio Marketing Specialist,*  
*Interep Marketing Group*

**“The course completely changed my selling language. A 'must have' for all our sales reps. Please don't share this with our competition.”**

Joseph Rubin, *General Manager*  
*Norstan*

**“We had our first profitable month 30 days after your training. Our customer satisfaction index has gone from 7.54 to 8.49. Our goal is to maintain 9.0 for next year.”**

Marion I. Cheatham, *President,*  
*Moultrie Ford Lincoln Mercury*

**“More effective, more innovative and more impact than any course that I—or my Marketing Reps—have taken in over 13 years.”**

Julie Cork, *Regional Manager*  
*IBM*

**“Sales increased by 40% in the 12 months following the training. We will ensure that all sales and support staff are VASS trained by year-end.”**

Ian Ehrenberg, *Executive Vice President*  
*NICE Systems*

**“Using Vass training techniques to change the rules, enhance our response and provide major differentiation in what would normally have been a price decision, we beat 5 competitive lower bids to close a \$1.3m contract within a month of the training.”**

Clyde Alleyne, *General Manager,*  
*IBM Trinidad*

**“We paid for our first VASS training session eleven times over within the first week of completing the course and that was just from one of our salespeople. We are now committed as a company to this concept and are working towards making all of our materials and people sound more ‘VASS-like’.”**

Stath Karras, *Executive Vice President*  
*John Burnham Real Estate Services, Inc.*

**“Based on our sales, we are qualifying and closing more business than the competition. This course is now mandatory for all our sales and support professionals.”**

Todd Rutherford, *Director of Sales,*  
*Lucent Technologies*

**“The response to your seminar has been terrific. I'm fascinated to watch how quickly the lessons that you provided are being put into action. In fact, (one of our architects) sold a project today at four times the fee his competition was asking. He wrote his mission statement and probes Sunday night, presented the job Monday, and was awarded it Wednesday. I suspect it's going to be a new world around here.”**

Edward C. Freidrichs, *Vice President,*  
*Gensler & Associates, Architects*

**“Studying and practicing the VASS Method has been an invaluable tool for me. It has helped me in winning business and better serving our clients once we're hired. Why? Because it is helping me become a better listener and also to elicit better information. I focus on what's important...listening to our clients' problems and issues (their stuff) and less on our deliverables and services (our stuff).”**

Michael Siteman, *Senior V.P.*  
*The Staubach Company*

**Services...**

VASS<sup>®</sup> offers six clearly differentiated yet complementary programs designed to install a company-wide executive-selling culture and increase sales 25% to 100%. Each program is targeted to match management's strategic goals and solve training problems specific to your people's business level, capabilities, ambitions and corporate role.

## VASS EXECUTIVE SALES TRAINING<sup>®</sup>

### —CORPORATE COURSE

- 12-18 participants
- Three days
- \$30,000

**Target audience:** Executive-level salespeople and their selling team partners.

**What you may expect:** For companies willing to set aside conventional wisdom and abandon traditional, low-level skills, an overall increase in company sales of 25% to 100% and a five to ten times return on the total training investment within ninety days (based on our clients' reports).

Executive-level training for firms whose marketing strategy demands that their salespeople call at the highest levels of business—essential knowledge used to convert the professional's expertise into selling tools that work at the executive level.

This program retrains executive salespeople to

- translate their expertise into a compelling story for the client
- differentiate themselves from the competition
- sell in the executive's language
- defend their higher fee
- protect the profits in each transaction

## COMPETITIVE SELLING MESSAGE

- Up to 25 participants
- Two day workshop
- \$40,000 (Jerry Vass)

**Target audience:** Senior managers including CEOs and COOs, sales managers, executive salespeople and marketers—those people who define and create a company's marketing story.

**What you may expect:** This program based on the book *Decoding the BS of Business: Selling to Executives*, is best used prior to training your salespeople—if they have no compelling story to tell at the executive level, sales skills become moot. If salespeople have a compelling story to tell, the effectiveness of subsequent VASS<sup>®</sup> programs increases by 33% or more.

This workshop, facilitated by Jerry Vass, refines the underlying business assumptions, determines what advantages and unique benefits you deliver to your clients, what you do well (and what you don't) to develop a competitive advantage. Allows your executives to translate your collective expertise into a compelling business message from your buyer's point of view and design tactics to deliver a differentiating face to the market. Call us for further information about this program for managers.

**Like you, we must perform or die.  
Everything we do is guaranteed to work as  
represented or your money back.**

## TROUBLESHOOTING DAY

- Up to 25 participants
- One day
- \$12,500

**Target audience:** VASS Executive Sales Training<sup>®</sup> graduates.

**What you may expect:** Close one to four or more targeted engagements. Our clients report a 500% to 1500% return on our fee.

In response to our clients' question, "How do we keep VASS going in our company?" we have developed **TroubleShooting Day**. Designed to recapture the original level of performance your people had after the VASS three-day course—skills that have been lost through inattention or forgetfulness.

This day is devoted to helping VASS clients adjust their sales message and presentation to changing market conditions in order to recapture the five to ten percent sales revenue lost over time due to erosion of persuasion skills.

Each participant prepares a real "next sale" target account to role-play and troubleshoot before "going live" to the actual prospect. (prework required)

**THIS DAY IS NOT A REHASH OF THE THREE-DAY VASS EXECUTIVE SALES TRAINING<sup>®</sup> COURSE.**

It is a hands-on (occasionally in-your-face) application of VASS methodology to help salespeople solve today's selling problems and wrest business from the competition.

## VASS PRINCIPLES

- 20-25 participants
- One or two days
- \$10,000 to \$16,500

**Target audience:** selling team members who have client contact and are involved in the selling process. It may include sales and support staff, senior managers, marketing people, technical support, proposal writers, administrative assistants and others.

**What you may expect:** Teaches your non-salespeople the VASS language and methodology of selling so they understand what to do—and more importantly, what not to do—when assisting their professional sales counterparts on an executive-level call.

Reduce client attrition, identify new business before it goes out to bid and ease communications among all levels of sales and support staff.

## VASS CONSULTING

We help professional services firms install a selling culture that fits an executive-level audience. We also help companies manage their selling message in web sites, collateral, advertising and marketing. (Our client list includes some of the largest consulting firms in the world. We are prevented by non-disclosure agreements from printing their names.)

## FIVE-FIVE-TEN

**Target Audience:** the best of the best—five people-five days-ten thousand dollars each.

**What you may expect:** become bullet-proof. Five intensive one-on-one days in St. Augustine Florida with Jerry Vass and Iris Herrin, day and evening sessions. Call for a full discussion of this hard-core performance-oriented selling clinic.  
(VASS grads only)

## VASS EXECUTIVE SALES TRAINING<sup>®</sup> —THE OPEN COURSE—

- 15-18 participants
- Three days
- \$1,650 per person (Iris Herrin)

**Target audience:** individuals, new hires, entrepreneurial salespeople, training decision-makers and maverick businesspeople. This is the same program as our three-day corporate course.

**What you may expect:** Increase sales 25% to 100%.

## VASS<sup>®</sup> IN-HOUSE LICENSING

**Target audience:** companies whose business strategy requires an ongoing inhouse sales training program.

**What you may expect:** a reduction in overall training costs of 65% and sales increases of 20% to 50% or more.

Licensing programs are available for those companies that can use their own people to incorporate VASS<sup>®</sup> concepts into their corporate culture. We customize all courseware to your business, people and market. Includes train-the-trainer courses, teaching materials, annual audits, and other support required to create profitable and consistent in-house training for your organization.

## OUR SOURCE TEXTS

### *Soft Selling in a Hard World*

2nd Edition, Revised & Updated

A handbook of survival skills for the street soldier; selling tactics; fatal selling errors to avoid. Pure selling mechanics. Nothing else. Available at amazon.com. (1998, Running Press ISBN 0-7624-0401-9. \$12)

### *Decoding the BS of Business: Selling to Executives Plain Talk for Professionals*

New in 2006. The authors use their 46 years of combined experience training 12,000 professionals—architects, engineers, accountants, lawyers and consultants—to reconfigure sales presentations that create Persuasive Executive Conversations and increase revenues 25% or more. Available at amazon.com. (2006, Vass, Inc. ISBN-13: 978-0-9629610-2-1. \$15.95)

## OUR BOOK on CD

### *Soft Selling in a Hard World*

2nd Edition, Revised & Updated

Now on four CDs read by the author. 3+ hours of running time. Available from us at 800-424-8277 or [iherrin@vass](mailto:iherrin@vass).

**the VASS Study...**

## the VASS Study

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### Study Objective

To examine the behavior, attitudes and perceptions of salespeople and sales managers towards their profession.

### Study Purpose

To develop effective sales training seminars that respond to those perceptions and behavior and provide practical skills to salespeople.

### Study Methodology

Survey of participants in the Vass Company's three-day sales training seminars.

### Number of Respondents

6,424 professional salespeople and managers (400 seminars each limited to 16 people).

### Length of Study

Fifteen years, completed April 1998.

### Results

- 80% of salespeople believe their products and services are too expensive.
- 90% of salespeople will volunteer to cut their price without being asked.
- 80% of salespeople are willing to accept a 90% rejection rate.
- 90% of salespeople can't tell their business story in a way that involves their client.
- 80% of salespeople work hard to differentiate themselves but sound identical to their competition.
- 95% of salespeople never challenge the aphorisms and popular illusions about selling, no matter how illogical.
- 70% of managers believe that selling—the highest paid profession in our culture—can be learned without training.
- 90% of salespeople do not understand what business they are really in—from the client's point-of-view.
- 80% of salespeople are unclear why they are in front of the client.
- 80% of salespeople refuse to close the transaction when the buyer is ready.
- 60% of buyers react angrily if they are not asked to commit when they are ready to buy.
- 80% of buyers will readily reveal their problems when asked questions that do not attack their intelligence or emotions.

## the VASS Study

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- 85% of salespeople will not say "No" to a client.
- 50% of salespeople never ask for a commitment from the client — even a tiny one — or know how to.
- 70% of salespeople have the facts and statistics to provide proof of their product or service's value yet do not use them.
- 30% of salespeople who go through traditional sales training, revert to their old way of selling within three weeks of the training program.
- 30% of salespeople are embarrassed to talk about "real" benefits.
- 40% of salespeople are satisfied with their current level of performance.
- 70% of salespeople become uncomfortable when listening to the buyer explain what they, the buyer, would like to be sold.
- 50% of salespeople think that establishing a "relationship" is how they build trust with the client.
- 95% of salespeople *swear* they sell benefits yet, when tested, talk only features.
- 90% of salespeople ask questions in a way that attacks the client 100% of the time.
- 100% of salespeople use unproven puffery instead of discussing the quantifiable benefits their products and services offer.
- 75% of salespeople never establish a sales objective before making a sales call.
- 85% of salespeople do not prepare before making a sales call.
- 75% of salespeople are unable to define the client's larger business problems their products and services solve.
- 85% of salespeople make sales calls with the intention of "presenting" — not to close business.
- 95% of salespeople are comfortable selling at too low a level.
- 90% of salespeople are addicted to jargon and features that are confusing and offensive to the client.

### Notes

\*The Vass Company excluded participants from seminars lasting less than three days because of the difficulties inherent in obtaining complete and honest responses.

1. The VASS Company will gladly provide any interpretations regarding the above findings.
2. Due to the nature of competition and the study's purpose, the VASS Company will not provide additional information about the study methodology.

For more information contact Jerry Vass at 800-424-VASS (8277) or e-mail: [jerry@vass.com](mailto:jerry@vass.com)

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## FEE AGREEMENT

Our TAX ID# 20-2530336

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### Training Fee

\$30,000 per course for 18 students (18 students maximum taught by Jerry Vass) plus transportation and lodging. Fee payable upon acceptance of this agreement.

### Value Guarantee

If, at the end of Day One of instruction, you are not convinced this course will produce your required return on investment and/or an extraordinary profit for your firm, a full refund less transportation and lodging costs will be made.

### Cancellation Policy

#### SIXTY DAYS NOTICE

Full payment of the training fee is required to guarantee your training date. Upon our receipt of the training fee along with a signed fee agreement, you own the course date whether or not the training event occurs as scheduled by you. Because training dates cannot be re-sold, VASS® will refund training fees only if notified of the cancellation at least 60 days prior to the scheduled date.

#### CANCELLATION BY VASS

In the unlikely event that VASS® does not perform per the agreement, full and immediate refunds will be made.

### Agreement for Services

We,

hereby agree to hire the services of VASS® on the dates

inclusive

at

- It is understood that this date is reserved exclusively for our firm. The training fee is not refundable unless notice of the cancellation is received by VASS® at least 60 days prior to the reserved date.
- In the event the course is cancelled for any reason by VASS®, all monies received shall be immediately refunded.
- **Enclosed is our company check for \$30,000 to reserve the training date above.\***
- Transportation and lodging will be paid from invoice after completion of the course.

\_\_\_\_\_  
(Authorized Officer)

\_\_\_\_\_  
(Date)

Mail to:  
VASS, 1093 A1A Beach Blvd. Ste 448,  
St. Augustine FL 32080



# VASS

EXECUTIVE  
SALES TRAINING®

ST. AUGUSTINE TORONTO

800-424-8277

[www.vass.com](http://www.vass.com)

[jerry@vass.com](mailto:jerry@vass.com)

More information on this subject may be found in our books

**Soft Selling in a Hard World**  
2nd Edition, Revised and Updated  
(1998, Running Press ISBN Number 0-7624-0401-9. US\$12.00)

AND

**Decoding the BS of Business**  
SELLING TO EXECUTIVES  
Plain Talk for Professionals  
(2006, Vass, Inc. ISBN Number 978-0-9629610-2-1. US\$15.95)

available at [www.amazon.com](http://www.amazon.com).