

Open Courses for the Public

Three-day Open courses, several times a year.

VASS Competitive Selling Voice® - 2 days

Target audience: 12-18 participants, upper management, sales managers and marketing decision makers who define their marketing position and create their differentiating marketing story. **What you may expect:** Using your expertise to develop a Competitive Selling Voice®, you will design a differentiating marketing position and a compelling story for your salespeople. This workshop is best used prior to training your salespeople. If, at the executive level, salespeople have no cogent story to tell, sales skills become moot. If salespeople have a compelling story to tell, the effectiveness of other VASS® courses increases by 33% or more, as well as dramatically increasing the return on your training investment.

VASS Executive Sales Training® - 3 days

Target audience: 12-18 participants, Executive level salespeople and their selling team partners. **What you may expect:** for companies willing to set aside conventional wisdom and 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. This is an intensive three-day workshop that retrains experienced salespeople to use their expertise to persuade at the boardroom level. This program retrains executive salespeople to

* translate their expertise into a compelling message for the client
* separate and differentiate themselves from the competition
* sell at boardroom level
* defend their asking price
* protect the profit in each transaction

VASS® Executive Presentation Skills - 2 days

Target audience: 12-18 participants, executive level salespeople and their selling team partners who compete for new business via boardroom or short-list presentations. **What you may expect:** Increase successful closing rates for short-list presentations by as much as 70% or more. Two-day workshops designed to radically re-engineer formal, high profile and high-risk sales presentations to boards and committees. Converts standard show-and-tell pitches to meaningful dialogs. Refine and use the presentation skills and selling tactics learned in **VASS Executive Sales Training®** to present and win in group, short-list, RFP and boardroom presentations. (Mandatory prerequisite: VASS Executive Sales Training®).

Why Buy From You? - 1/2 day

Target audience: up to fifty attendees, Senior management, marketing staff, administrative assistants and others who assist line salespeople and have regular client contact. Often complements kickoff meetings or other group sales conferences. **What you may expect:** Fast moving, fully interactive workshop designed to convey, through participant exercises, the key principles and language of VASS® training. Focuses on how clients see and hear your business story.

VASS® In-House Licensing

Target audience: companies that have the infrastructure to conduct their own sales training. **What you may expect:** A reduction of overall training costs up to 50% or more and sales increases of 20-30% or more. Licensing programs are available for those companies that can use their own training department

to incorporate VASS® concepts into their corporate culture. We customize all courseware to your business, people and market. Includes train-the-trainer courses, customized teaching materials, annual audits, and other support required to create profitable and consistent training for your executive salespeople.