

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 and sales newcomers to:

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

VASS Principles® - 1 or 2 days

Target audience: 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.

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.

VASS® Executive Sales Training—The OPEN COURSE

Held twice a year.

- 15-18 participants
- Three days
- \$1,950 per person

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%.