

Press Release

FOR IMMEDIATE RELEASE

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Teleseminar to Explain Powerful Sales Management Strategy

Chicago (PRWEB) Oct 3, 2005 – Sales organizations are constantly struggling to accelerate their performance. Key business objectives depend on it. To accelerate sales, you need to be able to answer the following questions:

What is my process and system for engaging my buyers?

In what way am I creating value?

How efficiently am I managing the sale?

The best organizations and sales people answer these questions easily. By devising this system, you create a common architecture, language, develop the right skills that support the sales strategy and, accelerate performance.

To help you answer this and many other questions, sales process expert Michael Webb and widely respected sales effectiveness trainer Randy Zales, President of Anthony Robbins Associates will present a unique program that illustrates the power of combining a sales process with a training program. This teleconference will include:

- What is a sales process, really, and why is yours probably broken?
- Why getting your process right is absolutely critical to profits.

- Why sales training without a process is actually a waste of time and money.
- Four steps managers can take to improve results quickly.
- Case studies of several sales processes where sales training lead to huge pay offs.

Attendees will receive specific examples and common sense advice on how to get their team to define their sales process, and in depth explanations of why the techniques worked. We will hold a question and answer period after the presentation to answer all of your questions live on the teleconference. The event will be recorded, and the recording will be made available via down load to registered callers.

Date: Wednesday Oct 19, 2005

Time: 5:00 Eastern

Fee: This will be a free call

Registrations are being taken at the following url:

<http://www.salesperformance.com/simplesalesmanagement.aspx>

Michael J. Webb is President of Sales Performance Consultants, Inc., a consultancy that helps senior executives to improve unreliable and unmeasurable processes for finding, gaining, and keeping customers. Mr. Webb delivered the keynote address for the first two conferences held on applying Six Sigma to marketing and sales. He has helped clients such as American Express, 3M, Marriott, and many others to improve their sales processes and results. He also works with certain sales training firms to integrate best selling practices into client's sales operations. Mr. Webb's website (www.salesperformance.com) contains information and resources for companies that want to improve their sales performance. You can reach him at (877) 784-6507.

Randy Zales is Principal of Anthony Robbins Associates ... [randy I need the rest of your stuff here]

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