



888-553-0167
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7095 S. Garrison St.
Littleton, CO 80128

www.challenge-advisory.com



Selling the Experience April 22nd & 23rd, 2010 Denver, Colorado

If you operate a consulting practice, provide training and development services, manage client relationships, or if you are responsible for business development for a team building center, the Selling the Experience workshop will transform the way you relate to your clients.

We will teach you to:

- Establish Ideal Client Relationships©**
- Build accounts instead of just making sales**
- Increase the value of your services so that clients gladly invest more with you**
- Increase your profit and revenue without sacrificing your Mission, Vision, or Values**

You will also learn:

- How to write powerful proposals**
- How to follow-up with clients you have already served**
- How to double or triple your average contract**
- How to succinctly express the value of your services to anyone you meet**

Selling the Experience consists of two full days of interactive learning, skill building, classroom lectures, role-plays, group discussions, and powerful simulations. As part of the process, every attendee will also produce a proposal and set realistic sales goals for the next three years. Your tuition investment includes your workshop manual, a disk with electronic forms including sample proposals, needs assessments, client follow-up, and sample sales strategies. Registration is limited to 20 industry professionals with a minimum of 2 years experience.

Return on investment: No other training in our field is designed to produce such powerful business results. If you are ready to grow and you commit to using the skills learned here, you can expect to achieve entirely new levels of success as a result of this training.

Tuition:

\$899.00 per person. Register 2 people from the same organization for \$1598.00.

Dates: Thursday April 22nd and Friday April 23rd, 2010



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Workshop Registration Form

Name(s): _____
Organization: _____
Mailing Address: _____
City: _____ State/Prov ___ Zip/Postal Code: _____
Phone Number: _____
Email: _____ Website: _____
Number of Registrants: ___ Are you a previous Client: ___

Program:	<input type="checkbox"/> Marketing the Experience	\$899
	<input type="checkbox"/> Selling the Experience	\$899
	<input type="checkbox"/> Both Programs	\$1598

Number of Attendees _____ x rate _____ Total _____

Credit Card # _____ exp ___ / ___

Payment: We accept checks and all major credit cards!

Agreement: Please register me/my group for the program sessions marked above.

I have read and agree to the payment terms identified above.

Signature of Registrant/Representative Date

To pay by credit card, simply fax this form to:
(888) 553-0146

Mail and make checks payable to:
The Training and Advisory Group
7095 S. Garrison St.
Littleton, CO 80128



Selling the Experience - Training Agenda
Day 1 - Thursday, April 22, 2010

Time	Description
8:30am	Welcome and Training Overview
9:00	The Target Model
9:30	Overview of the Sales Process
10:00	The Initial Contact
10:30	Break
10:45	The Inquiry Experience
11:45	Lunch
12:45pm	The Needs Assessment
1:30	Role Play #1
2:30	Break
2:45	Role Play #2
3:45	Proposals
4:45	Review of the Training So Far
Evening	Optional Dinner with Fellow Attendees



Selling the Experience - Training Agenda
Day 2 - Friday, April 23, 2010

Time	Description
8:30am	Review of Day One
9:00	Role Play #3
10:00	Writing the Proposal
10:30	Break
10:45	Writing the Proposal, cont'd
11:30	Lunch
12:30pm	The Sales Contract and Pricing
1:30	Quality of Service
2:30	Break
2:45	The Power of Ideal Client Relationships
3:45	Review
4:15	Certificate Presentation
Evening	Optional Dinner with Fellow Attendees