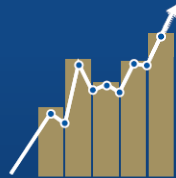


Company Profile

Sales Training Experts™

Canada's preeminent sales training company!



SALES TRAINING EXPERTS™
Consulting, Coaching & Training

Our Mission Statement

Sales Training Experts is Canada's preeminent sales and service training company. We are providers of high quality, client focused services in the areas of Consulting, Coaching and Training. These services are provided to both traditional and non-traditional sales organizations that strive to exceed client expectations through consultative client contact.

Our Unique Advantage

Sales Training Experts is a leader in Sales Performance Management. Through our Licensed Team of Sales Performance Consultants, we offer professional services specifically designed for the sales profession. Our consulting, coaching and training programs provide a complete sales performance solution. After all, we are Sales Training Experts!



Consulting Programs

Consulting is often the first step towards sales improvement. Fixing your selling processes before you begin a sales training program provides the highest return on your sales improvement investment. Often a fresh look at old selling processes will reveal new selling insights. The following programs are unique to the selling profession, and target your specific requirements.

Sales Playbook Development

Sales teams require motivation, coordination and a well developed playbook. Your sales team playbook is unique to the products and services you sell. It provides sales insight to seasoned players, and clear direction to new ones. It increases sales team effectiveness by sharing best practices, and identifies the right selling behaviors at each key customer contact point in your sales cycle. With clearly documented sales procedures, your team will spend more time doing the right things with your clients.

Sales Team Effectiveness Reviews

Sales Compensation Review

Sales Process Audits

Sales Representative Skill Gap Analysis

Sales Management Skill Gap Analysis

Performance Appraisal Development and Implementation

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Our Services and Programs

Coaching Sales Professionals

In the competitive world of professional selling there is no room for complacency. Your clients demand performance of both you and your products. You are the competitive advantage. We are here to fine tune your skills, encourage your success, and keep you in front of the pack. This race has no finish line... just people who succeed and those who don't. Are you ready for the challenge? Reach your highest level of selling success through this personalized approach to professional development."

Coaching Sales Leadership

Sales management is a blend of unique leadership skills. Performance is inspired by you, by your energy, and by your desire to lead a winning team. Your motivational skills must be finely tuned. You require a consistent approach in the development of winning attitudes. Our experienced sales management coaches will help you build strong teams. They reveal the best practices of today's sales management professionals, and will deliver a step by step approach to help you achieve the best from your team.

Training Workshops

With over 15 years of research and experience, Sales Training Experts provides the highest quality of Instructor Led Workshops for regional, national and international sales teams. These workshops deliver a fresh perspective on a range of topics designed to increase sales force effectiveness. They include both 'business to business' and 'business to consumer' programs. Workshops can be co-branded and customized to reflect your unique products/ services. Request a brochure for the program that meets your specific training requirements:

Business to Business Selling Programs

Prospecting, Finding Your Ideal Client
Time Management, Saving 2 Hours Everyday!
Solution Selling Skills, Understanding How Customers like to Buy
Presenting with Impact, Presenting Your Solution
Sales Negotiation Skills, Managing Effective Client Relationships
Key Account Management, Developing Large Key Accounts

Call Centre and Retail Selling Programs

Spotting the Opportunity | Retail | Call Centre

Support Services

Hiring and Coaching Assessments

Sales Training Experts is a licensed psychometric provider of hiring and coaching assessments for the sales profession. These assessments provide sales managers with valuable candidate selection and coaching insights about candidates and existing representatives.



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Clients and References

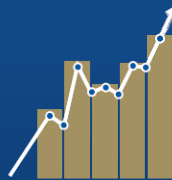


"I have used Sales Training Experts on a number of projects. The projects have included; coach to senior managers (setting objectives, developing plans, and follow through), sales training, personality profiling, recruitment, and employee reliability testing. In every project, the results have provided significant, measureable results to the organization at a reasonable rate. The value of each of the programs offered was excellent. I am pleased to provide a reference."

Michelle Amiro Vice President | General Manager
AML Communications

"I have worked with Sales Training Experts on several occasions, most recently to deliver professional development content at a conference last May. In addition to being very good at what they do, Paul and his team are an absolute pleasure to work with. They are truly interested in working to mutual benefit. They are very detailed, logical and straight forward. This organization is highly recommended."

Doug Gallant Employment Development Officer
Dalhousie University



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