

Professional Selling Skills™ System

FOR NEW AND EXPERIENCED SALES PROFESSIONALS



To Build Sales, First Build Relationships.

In today's complex selling environment, even "very good" is rarely good enough anymore. With more options available to your customers, successful selling hinges on creating mutually beneficial, long-term relationships with them.

AchieveGlobal's Professional Selling Skills™ (PSS) System can help you meet these priorities. It offers a proven, powerful model for face-to-face selling that equips your salespeople with the skills they need to develop lasting, mutually beneficial client relationships.

We can help your sales people gain the skills to build just such relationships. For more than 30 years, AchieveGlobal has helped organizations translate business strategies into results by improving the performance of their people. Our experts continually work with some of the world's top companies to offer innovative sales training solutions.

This program was pioneered by the US Xerox photocopier sales organization. Also formerly known as Professional Selling Skills II, Professional Selling Skills III, PSS and Learning Systems International. Now offering the New PSS!



Professional Selling Skills®, pioneered by the US Xerox photocopier sales organization, is the world's leading sales training system.

The PSS System offers:

- your salespeople the reinforcement and support critical to increasing skill use and on-the-job effectiveness
- your organization a reliable method for evaluating and continuously improving your training efforts

With the PSS System, your salespeople will succeed by helping your customers succeed. They'll acquire the skills and competencies that will set them—and your organization—apart from the competition.

Discover how to close more sales, influence decisions and exceed customers' needs!

Professional Selling Skills™ System..... 3 Day Seminar \$1,750

Offered in Albany, New York

January 8, 9 & 10, 2009

July 16, 17 & 18, 2009

All Training Materials & Our PSS Program Guarantee Are Included

February 17, 18, 19, 2009

August 25, 26 & 27, 2009

NEW DATE-March 26, 27 & 28, 2009

September 28, 29 & 30, 2009

This PSS is in Fort Myers, Florida

April 21, 22 & 23, 2009

November 10, 11 & 12, 2009

This PSS is in Fort Myers, Florida

This PSS is in Fort Myers, Florida

June 16, 17 & 18, 2009

Ask us about in-house programs

FOR DETAILS
CALL 518.869.8600 or
EMAIL: jim@c4oe.com

If you are interested in PSS in Atlanta in 2009, email joanne@c4oe.com



**Center for
Organizational
Energy, LLC**

423A New Karner Road, Suite 2, Albany, NY 12205
518.869.8600
www.energyseekers.com

achieveglobal
achieveNET
Education Partners

Professional Selling Skills™ System

The
New
PSS

The World's Leading Sales Training System!

Integrated components ensure your salespeople and their managers continually learn and apply critical skills that can grow your business — and your profits.

You and your salespeople have clear-cut priorities: expand account relationships, unseat competitors, develop new markets, close more sales faster.

AchieveGlobal's Professional Selling Skills® (PSS) can help you meet these priorities. It offers a proven powerful model for face-to-face selling that equips your salespeople with the skills they need to develop lasting, mutually beneficial client relationships. PSS is a clear, structured system that supports lasting behavior change and on-the-job results.

Components Support Entire Sales Organization

Professional Selling Skills® provides an effective and flexible approach to learning, applying, evaluating, and continuously improving the skills that result in strong customer relationships.

Building on the selling skills and strategies that have benefited more than 3 million sales professionals around the world, the program has components that work together to improve sales performance and help you compete effectively in the marketplace.



Professional Selling Skills® has benefited more than three million sales professionals around the world.

World-Class Selling Skills Lead to High Performance!

In today's business environment whether large or small there is one skill that holds the key to success or failure for your business.

Globally developed Professional Selling Skills® is a Core 3-day classroom training which offers a proven, powerful model used for face-to-face selling that equips your salespeople with the skills they need to develop lasting, mutually beneficial customer relationships.

With a large component devoted to needs based selling, the four steps of a sales call and handling customer indifference and concerns, this course offers a wide variety of skills which teach salespersons to expand their mindsets by using the consultative approach. When your salespeople become consultative problem solvers, they'll be able to set new records—and then break them!

Our PSS Program Guarantee

★**The Ability To Repeat the Program At No Additional Fee** - As a graduate of our PSS program you are free to attend any of our future PSS programs in part or full without additional fees. You must still be employed by the organization that you were with when you originally attended PSS. You must bring your PSS materials from the prior class and show evidence that you were a Center for Organizational Energy PSS graduate. No new materials will be provided.

★**If A PSS Participant Leaves Your Company** - within 1-year of completing PSS through Center for Organizational Energy, you will have the ability to enroll a "replacement salesperson" in any of our future PSS programs with no additional fees. The new participant must bring the PSS materials from the original participant. No new materials will be provided.

★**If You Have Attended Any Previous PSS Class Anywhere In The World**, you have the ability to attend our PSS program with proof of your attendance at the previous class (by turning in your old PSS book to us) at half the current price of \$1,750.



**Center for
Organizational
Energy, LLC**

**423A New Karner Road, Suite 2, Albany, NY 12205
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www.energyseekers.com**



Professional Selling Skills™ System

Benefits of Using the Professional Selling Skills™ System

Your salespeople will:

- gain the skills critical to developing solid business relationships while improving sales performance
- increase their long-term effectiveness by becoming knowledgeable business consultants
- gain a reliable method for continually evaluating and improving skill development

Your customers will profit from:

- lasting relationships with salespeople who understand their business reality
- products that address their specific organizational and personal needs
- buying decisions based on fact, not on high-pressure sales tactics

Your sales managers will:

- support salespeople's skill use on the job
- motivate their sales team to strive for increasingly high levels of performance
- create developmental plans that enhance their sales team's long-term productivity

Your organization will experience

- increased success in winning new business and building customer loyalty
- decreased costs by helping salespeople better judge account potential and use time more efficiently
- a common language for your sales team, resulting in improved communication and teamwork
- reduced turnover by providing salespeople with direction, support and flexible professional development



With the PSS System, your salespeople will succeed by helping your customers succeed.

3-Day Seminar
\$1,750

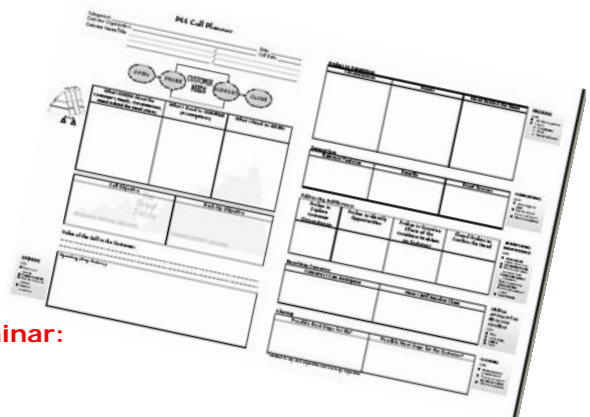
All Materials included

Delivered as a 3-day classroom program, salespeople develop the face-to-face selling skills needed to promote an open exchange of information and reach mutually beneficial sales agreements.

SPECIAL BONUS — Participants will receive an electronic PSS Call Planning tool to assure the implementation of program concepts and ideas. This special value will provide the planning tool that all sales organizations need to create exceptional client relationships. Your sales department will be talking the universal language of **NEEDS!** Clients want to know how your product will provide them with the needs they have. At least one of the following factors usually lie behind their needs: Finance, Image, Productivity, Profitability, Safety or Health.

PSS Reinforcement Tools included with the PSS seminar:

Electronic Call Planner
Resource Guide
Skill Guide Cards and Job Aids



Professional Selling Skills™ System



The Professional Selling Skills® Curriculum

Unit 1: Need Satisfaction Selling

Goal: To make informed, mutually beneficial decisions

Unit 2: Opening

Goal: To agree on what will be covered or accomplished

How: Position your opening
Propose an agenda
State the value to the customer
Check for acceptance

Unit 3: Probing

Goal: To build a clear, complete, mutual understanding of the customer's needs

Unit 4: Supporting

Goal: To help customer understand specifically how you can satisfy his/her need

How: Acknowledge that need
Describe relevant features & benefits
Check for acceptance

Unit 5: Closing

Goal: To agree on appropriate next steps

How: Review previously accepted benefits
Propose next steps for you and the customer
Check for acceptance

Unit 6: Connective Skills

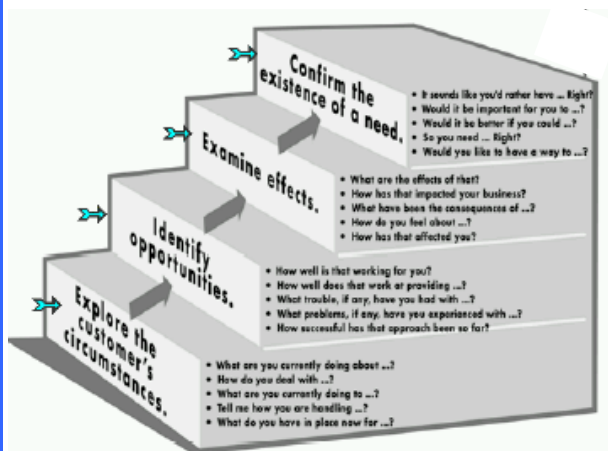
Acknowledging
Confirming
Positioning
Checking

Unit 7: Addressing Indifference

Unit 8: Resolving Customer Concerns



Need Satisfaction Selling



Probes to Create Customer Awareness of Needs

Want to give your sales people the same edge these organizations give theirs?

- | | |
|---------------------------------|----------------------------------|
| A&E Television Networks | Kroger Company |
| Adidas America | Lane Bryant |
| Accurate Elevator & Lift Co. | Linium |
| ADP | Matthew's Buses |
| Airgas | McCain |
| Albany River Rats | McNeil Pharmaceuticals |
| Alberto Culver | Metrika |
| American Heart Association | Mitsubishi Electronics |
| American Home Shield | Millipore |
| AmeriTrust Group | Minarik Corporation |
| Ames True Temper | Nationwide Financial Services |
| Ball Horticultural Company | New Jersey Devils |
| Bally Total Fitness Corporation | New York Life Insurance |
| Boston Scientific | Nintendo of America |
| Banknorth Group | Ortho-Clinical Diagnostics |
| Baumer Electric | Outrigger Hotels & Resorts |
| Bausch & Lomb | Pacific SunWear |
| Bayer Diagnostics | PGA Tour |
| BIC Corporation | Portland Trail Blazers |
| Bobrick Washroom Equipment | PowerOne Media |
| Boys and Girls Club | Pratt Whitney Rocketdyne West |
| British Petroleum | QVC |
| Canon USA, Inc. | RADI Medical Systems |
| Cessna | Reebok |
| Chanel Inc. | Robert Mondavi |
| CIGNA | Rust-Oleum Corp. |
| Citi Commerce Solutions | Sage Publications |
| Coca-Cola Bottling Company | Saks, Inc. |
| Corepak MedSystems | SC Johnson & Sons, Inc. |
| Cottrell Paper Company | SCA North America, Inc. |
| Creative Materials Corp. | St. Jude Medical |
| Curian Capital | Silhouette Optical, LTD |
| DART Transit | Stanley Fastening Systems |
| Davis Vision | Sunbeam Corporation |
| Delta Dental | Sunoco |
| Dick's Sporting Goods | The Home Depot Supply |
| Edy's Grand Ice Cream | Thermo Electron Corporation |
| Federal Reserve Bank | The Seattle Times |
| Gould's Pumps | T-Mobile |
| Herman Miller | Union Pacific Railroad |
| Hollister, Inc. | Vector Health Systems |
| InfoUSA | Viaisys |
| Jimmy Buffett's Margaritaville | Virginia Dept. of Transportation |
| Johnson Controls | Waste Management |
| Kawasaki Motors Corporation | Welch's Foods, Inc. |
| KeySpan Home Energy Services | Wells Fargo |
| Koala Kare Products | World Wildlife Fund |

Professional Selling Skills™ System

THE WORLD'S LEADING SALES TRAINING SYSTEM!

Sell Harder, And More Effectively.



Jim Ullery, President
Center for
Organizational Energy
518.869.8600 x15
Jim@c4oe.com

Jim Ullery is a seasoned sales and customer service professional who has won many sales awards. "In 2006 and again in 2007, Jim Ullery earned the status of AchieveGlobal's top national business partner within AchieveGlobal's network of college, university and consulting distribution partners. In addition to Professional Selling Skills® (PSS), Center for Organizational Energy, LLC also offers the COMPASS Program (monthly sessions in a unique combination of live and interactive instruction that emphasizes involvement, participation and team work and represents a complete departure from traditional training methodology), Customer Service training, Cracker Jack® Credit and Collections Skills, Frontline Leadership, Success Through Service, Professional Sales Coaching, Professional Prospecting Skills, Professional Sales Negotiation, Guiding Customer Conversations and Expanding Customer Relationships. Jim is also available for retreats and keynote addresses. His work has been acknowledged in *INC. Magazine* and *Successful Meetings* and his employer at the time was named as one of the "Top 5 Training Organizations in the Country."

TRANSACTIONAL SELLING VERSUS CONSULTATIVE SELLING



THE GREAT DIVIDE

The Professional Selling Skills® Seminar

- Will equip you to conduct a sales call in a way that leads to:
 - >Mutually beneficial decisions with customers
 - >Long-term customer relationships



How To Register for Professional Selling Skills® Seminars

Seminars fill up quickly – so act now. As soon as you register, you will be personally contacted with regard to space availability. Prior to the seminar, you will receive a confirmation package that includes logistics as well as pre-work. To reserve a seminar seat, please mail, fax or email the registration form to:

Address: Center for Organizational Energy, LLC
423A New Karner Road, Suite 2, Albany, NY 12205

Fax: 518.862.1258 Email: Jim@c4oe.com or
Phone: 518.869.8600 Joanne@c4oe.com

Payment Information

Please have information regarding your method of payment available at the time of registration. The fee for the 3-day seminar is \$1,750 and includes all materials. We accept checks (made payable to: Center for Organizational Energy, LLC), Visa, MasterCard and Discover. All registrations must be paid in full no later than 15-days prior to the seminar. Call for exceptions.

Seminar Logistics

Seminars start promptly at 9:00 am each morning and end at 5:00 pm. Each day of the program there will be two 15-minute breaks (morning and afternoon) and a one-hour lunch break. Attendees are on their own for meals. Please let us know if you would like to receive a list of area hotels and restaurants.

In-House Seminars or Large Groups

If your company would like to conduct an in-house seminar or you would like to train a significant number of people over time or at one seminar, please contact us for special pricing. 518.869.8600

Cancellation Policy

Please be aware that all registrations are subject to the cancellation or rescheduling fees detailed below. For everyone concerned, please call us at 518.869.8600 as soon as possible if your plans change. To ensure you continue to receive the best training options available, we will work with you to identify other seminar dates that fit your schedule. Cancellation fees are invoiced on the day you cancel; rescheduling fees are invoiced upon seminar completion.

	Within 15 days	Within 10 days of the seminar	Day of the seminar of the seminar
Reschedule	10% of seminar fee	25% of seminar fee	100% of seminar fee (may be used towards future seminar)
Cancel	20% of seminar fee	50% of seminar fee	100% of seminar fee (may be used towards future seminar)

*We ask that you reschedule your seminar within 30 days of notifying us of your need to reschedule. If you do not reschedule within 30 days, your rescheduling notification will be considered a cancellation and you will be invoiced for the applicable cancellation fees.

CALL 518.869.8600 FOR DETAILS



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Phone: 518.869.8600 Fax: 518.862.1258

Jim@c4oe.com

Joanne@c4oe.com

www.energyseekers.com

REGISTRATION FOR PROFESSIONAL SELLING SKILLS

Center for Organizational Energy, LLC

3-Day Seminar Dates at 423A New Karner Road, Suite 2, Albany, NY 12205

Choose the seminar date:

_____ March 26, 27 & 28, 2009 (In Fort Myers, Florida)

_____ April 21, 22 & 23, 2009 (In Fort Myers, Florida)

_____ June 16, 17 & 18, 2009

_____ July 16, 17 & 18, 2009

_____ August 25, 26, & 27, 2009

_____ September 28, 29 & 30, 2009

_____ November 10, 11 & 12, 2009 (in Fort Myers, Florida)

Names of Attendees

#1 Name _____ Title _____ Email Address _____

#2 Name _____ Title _____ Email Address _____

#3 Name _____ Title _____ Email Address _____

#4 Name _____ Title _____ Email Address _____

#5 Name _____ Title _____ Email Address _____

Company Information (Please Print)

Organization _____ Phone # _____

Address _____ City _____ State _____ Zip _____

Approving Supervisor _____ Title _____

Email address _____ Fax # _____

Method of Payment — FULL PAYMENT IS DUE PRIOR TO THE SEMINAR

_____ Check payable to Center for Organizational Energy, LLC

_____ Bill my organization—ATTENTION: _____

Charge to _____ MasterCard _____ Visa _____ Discover

Card # _____ Exp. Date _____ CVV2 Value _____

(CVV2 Value is the 3-digit number printed at the end of the credit card number on the signature panel on the back of the credit card)

BY PHONE 518-869-8600

BY FAX 518-862-1258

BY MAIL Center for Organizational Energy, LLC, 423A New Karner Road, Suite 2 Albany, NY 12205

ENROLLMENT INFORMATION:

ENROLLMENT: You may enroll by mail, telephone, fax or online.

PAYMENT: Full payment is due prior to seminar. You may pay by cash, check, Visa, MasterCard or Discover.

CANCELLATION POLICY: See Brochure

YOUR INVESTMENT: \$1,750 for three full days of training. All training materials are included.

GROUP DISCOUNTS AND IN-HOUSE PROGRAMS: Please call us at 518-869-8600 for pricing.



CLIENT TESTIMONIALS

"Jim is a highly motivated individual that has been able to improve the capabilities of my sales team. His approach is readily absorbed, retained, and has contributed to bottom line results."

Mark Sawicki, AMRI

"I attended Jim's Professional Selling Skills course during a time in which my company was attempting to land the contract to supply porcelain tile to a large national account restaurant chain. During the class, Jim spoke about creating a call planner that would allow us to create the basis of what we wanted to cover in our call. This "real world" scenario, along with Jim's guidance, helped prepare us to think about all the possible objections that we might come across during the actual call. I am happy to say that we landed the account and I really feel that it's because of Jim's assistance in preparing us for what objections we would face and how to overcome them. I would recommend Jim and his courses to any sales organization that is looking to increase their productivity and closing success."

Scott Bocketti, Creative Materials Corp.

"Jim's insights into the training process were creative, thought-provoking and delivered with confidence and professionalism. It is hard to train Sales Professionals as we tend to think we know best how to do the job. Jim's delivery of the PSS Training course was a refreshing way to remind us that we can always learn something new. I would highly recommend this program for anyone currently in the Sales Profession, new to the Sales function, or a seasoned veteran with many years of experience. You will come away with a new perspective. Thanks Jim!!"

Carrie Budgeon, Canadian Sign Systems

"Jim's Professional Selling Skills program is outstanding! His passion and knowledge of this subject is unmatched! I look forward to Jim training my sales reps across the country."

Tammy Tiller-Hewitt, Tiller-Hewitt Healthcare Strategies

"The skills Jim taught us allowed me to have confidence leading a presentation for a regional affiliate facility. I used the literature/skills from Jim's seminar and several people informed me that "I KNOCKED THEIR SOCKS OFF!!!!!!!" Jim's encouragement as well as the selling skills he taught us will be life-long tools!"

Byron Auzenne, Memorial Hermann Memorial City Hospital

"Jim is the proven industry leader in Sales Training. He has taken a lifetime of lessons learned and successful results and combined it into an easy to understand, informative lesson. He has had a major impact on my sales career by providing the tools I will implement for years to come."

Kyle Wiggs, Curian Capital

"Jim not only provides engaging, effective sales training, but he has many years of experience in multiple industries which he uses to address individual and personal situations. Jim has a great enthusiasm for his material. He asks good questions which help you see areas of opportunity and improvement. I recommend Jim highly for management, leadership and sales training and coaching."

Deborah Enary, Memorial Hermann Memorial City Hospital

"Jim is the best trainer that I have experienced in my professional career. He has proven to be a valuable asset to our Company through his observations of our people and his recommendations for future training."

Robert Kosky, Matthews Buses

"The sales consulting field is scattered with lots of sizzle and no steak. Not even an appetizer. Jim not only provided a mouth-watering meal but also unmatched service. We hired Jim to conduct five separate classes for 60 people. Exceptional work. Two things stuck out for us: (1) Jim did his research. He was able to relate the core skills and scripts directly to our needs. (2) This was only the beginning for our relationship. Jim's follow up was/remains his best attribute. Most selling skills "experts" are once and done motivational speakers. Jim's the real deal. Passing on the opportunity to develop a professional relationship with Jim would most likely be the biggest (financial) mistake of your sales leadership career."

Bruce Davis, Curian Capital

"We have hired Jim to train our sales force in PSS consultative selling skills. Jim has provided ride-alongs with the rep being in an observatory mode and giving feedback to our President. Jim has coached our region managers in person and on teleconferences to begin to train them as leaders and coaches. Although we are in the beginning stages of our program Jim has received high marks from the reps and region managers. Our region managers are asking for more training and will be retrained in February. Jim is a professional and brings much energy in what he delivers in his programs. We believe a long term relationship with Jim would be beneficial. Our relationship with Jim could go beyond our sales team into areas of upper management and leadership, customer service and beyond. He is a pleasure to work with and his smile and personality is contagious."

Sharon A Moran Silhouette Optical

"Jim Ullery is one of the most dynamic and inspiring men I have ever met. He has a servants' heart and it shows. Jim and his team have been a driving force for the team at 360 Solutions and our Strategic Partners. Jim's willingness to help others succeed is overwhelming, and I believe his success is tied to his willingness to give. Reach out and get to know Jim, give him the opportunity to share his knowledge and energy with you and your organization. You will be better for it."

Dirk Gibson, 360 Solutions

Read what our clients are saying