

“The sales professional must work to ensure that all parties engaged in the sales interaction win.”



**BOBBY L. BUTLER:** *President and Founder*

Throughout his 20 years in the sales profession, Bobby L. Butler recognized a widespread need. True, most salespeople learned their product well. But something more important was missing: their development as consummate sales professionals. So Bobby drew on his own success to develop an indispensable set of professional sales development tools.

Bobby's core role is that of mentor, an approach he found most effective as he built and managed organizations that, in total, produced in excess of 150 million in sales. Bobby brings to every client relationship the wisdom and knowledge gained from two decades as sales professional, manager, executive, and entrepreneur.

Bobby is the author of *The Sales Mentor*.

“Our goal is to elevate the level of sales professionalism in our clients' organizations.”



## Sales Mentoring Solutions Client Services

*Seminars Series*

*Speaking Engagements*

*Consulting Services*

*Publications*

703.406.2295 T

703.406.2695 F

info@salesmentoringsolutions.com E

www.salesmentoringsolutions.com |

47628 LOWELAND TERRACE  
STERLING, VIRGINIA 20165

“Every human being has the innate ability to sell. Too often, this ability goes untapped and undeveloped.”

Salespeople typically receive thorough product training and some sales skills training. But they often lack guidance in professional sales development. So how many truly learn to think and execute as accomplished sales professionals?

Sales Mentoring Solutions offers its clients sales training and development and sales organization development support services.

Through our seminars, speaking engagements, consulting services, and publications, your teams/members will learn to draw on that natural ability, use the strategies and tactics of the top sales professionals, and improve your bottom line results.

## SEMINAR SERIES

What's the difference between salespeople and sales professionals? Sales professionals think, execute, and produce in ways that:

- effectively organize time, effort and resources
- efficiently initiate, develop & close sales transactions
- consistently maintain robust business relationships
- routinely work to ensure the success of all parties

In our half-day, full-day, and multi-day interactive seminars, your sales teams/members gain hand-on insight into Bobby L. Butler's sales philosophies and practices.

### Current Seminars:

- Building a Winning Time Management Plan, ½ day
- Understanding Sales Performance Productivity, ½ day
- Sales Research and Planning (Summer 2003)
- Time and Territory Management (Fall 2003)

## SPEAKING ENGAGEMENTS

Add to your meeting, convention, or retreat an inspiring and innovative perspective on professional sales development. Discover the value of our speaker series to you and your business, association, college, or university.

## CONSULTING SERVICES

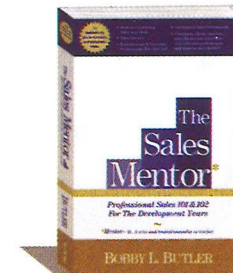
Integrate the Sales Mentoring Solutions philosophies and practices into your sales organization to improve your bottom line results.

## PUBLICATIONS: *The Sales Mentor*, by Bobby L. Butler

Get Professional Sales Development 101 and 102 from one definitive source. More than just another how-to book, *The Sales Mentor* gives you insights that only the most highly informed counselor can provide. Learn to think and execute like a consummate sales professional.

If you are:

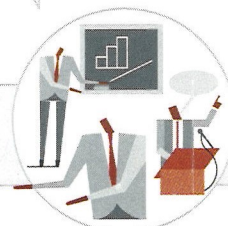
- considering a sales career, find out if it's right for you.
- new to sales, develop habits that will lead to success right from the start.
- an entrepreneur or other non-sales professional who must sell, learn how to grow your business faster.
- a journeyman sales professional, hone your skills and add something new to your toolbox.
- managing a sales force, inspire your staff with new insights.
- someone who works with sales professionals, become familiar with the sales world and build stronger professional relationships.



Turn your sales team into a team of **Sales Professionals**



Sales People



SMS Services/Products



Sales Professionals

To purchase: ***The Sales Mentor***  
Trafford Publishing  
ISBN 1-4120-0075-0

Order online: [www.Trafford.com/robots/03-0438.html](http://www.Trafford.com/robots/03-0438.html)

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» **Events Etc. handles every essential element of your event**

There's more to event management than finding a space and scheduling seminars. Your event must be an impressive reflection of you. So before the work begins, we get to know you—your mission, culture, industry, values, and challenges. Because when we act on your behalf, we do so not as an outside entity, but as an extension of you.

We may plan, organize and run your event, but your audience, vendors and service providers see only you. From behind the scenes, we ensure a program that enhances your reputation and achieves your goals.

» **Envision a Concept**

What do you want to accomplish with your event?

- Motivate?
- Keep your current clients?
- Attract new ones?
- Educate?
- Generate revenue?
- Recruit new members or employees?

**Events Etc.** works with you to develop a concept that reflects your organization and your objectives.

» **Establish a Design**

So many details, so little time . . . We take that worry off your hands. Working with your budget, values, and objectives, we determine every element needed to support your content, from the dynamic keynote speaker to the candy dish on every table.

- |                                      |                                 |                         |
|--------------------------------------|---------------------------------|-------------------------|
| • Accommodations                     | • Exhibits                      | • Scheduling            |
| • Attendee Gifts                     | • Interactive Web Presence      | • Show Management       |
| • Audio/Visual Equipment & Materials | • Labor & Contract Negotiations | • Site Selection        |
| • Budgets                            | • Lead Generation               | • Speakers              |
| • Catering                           | • Lighting                      | • Special Effects       |
| • Entertainment                      | • Logistics                     | • Sponsorship           |
| • Event Promotion                    | • Registration                  | • Stage Design          |
|                                      | • Room Configuration            | • Vendor Communications |

“Thank you for creating a wonderful sponsor and partners program.”

*Carolyn, Association Executive*

» **Execute the Production**

On with the show! Right before and during your event, we ensure that everything is in place and on schedule, and everyone is informed, prepared and on task. We also smooth out any bumps along the way. Your attendees come away with an enriching, memorable experience and an outstanding image of you.



» **Evaluate the Results**

Is it over? Not quite. We help you take stock of the event, both from your point of view and that of your attendees. Either at the end of the meeting or shortly thereafter, we collect feedback and provide you with a summary of the results. This is the starting point for your next event!

“As an Exhibitor, I very much appreciated your support and help . . . you were always just a phone call away to assist me.”

*Dan Russo, President*



“I appreciate your contribution to the success of our National Competition. You did an outstanding job and surpassed my expectations. It was a difficult challenge we gave you: be a team member, be a leader (but do it gently), jump in at the last minute and keep us straight, and act as central ringmaster for a network of diverse teams. You did all these exceedingly well. Thank you!”

*Peggy Parnell Drane, CAE, Executive Director*