



**ACADEMY**  
Professional Sales  
Development

# Become *The Sales Professional*<sup>®</sup>

## A Sales Certification Process For Next Generation Selling

Your Sales Professionals are eligible for TSP Certification after completing the three levels of sales training (or the equivalent). Certification is granted by Butler Learning Systems based on over 50 years of sales leadership and backed by hundreds of thousands of Sales Professionals who have verified the effectiveness of the Selling Process. Once certified, The Sales Professional<sup>®</sup> is entitled to all rights and privileges to use the initials "TSP" to designate achieving this certification.

### **Level 1: Next Generation Selling: Successful Habits For The Sales Professional<sup>®</sup>**

Acquire Professional Selling Skills for a lifetime of achieving sales success. Next Generation Selling requires all salespeople to master the proven techniques of sales fundamentals in order to sell and serve our customers. It's all about our customers now and not the sellers anymore. Can you make the change to buyer-perspective selling?

#### **Level 1 - Two To Three Days With Role-Playing**

- People Skills, Active Listening & Customer Behaviors
- Time Management & Goal Setting
- Time-tested, Proven Selling Process
- Sell Value Vs. Price

### **Level 2: Next Generation Skills For Negotiation-Selling**

Advanced selling skills for The Sales Professional<sup>®</sup>. Price sensitivity is not going away as salespeople leave money on the table. Develop real-world negotiation-selling strategies to protect your margins. Experience this premier negotiation-selling seminar offered exclusively by Butler Learning Systems.

#### **Level 2 - Two Days With Role-Playing**

- Gain Power & Leverage With A Proven Selling Process
- Counter Buyer Tactics/Ploys With Seller Tactics
- Concession Strategy ??? Art
- Learn Negotiation Strategies To Sell Your Deal
- Continue To Sell Value During Price Discussions

### **The Sales Professional<sup>®</sup> TSP**

Witness this transformation in Next Generation Selling with the TSP sales certification. Eligibility is based upon successful completion of all three levels (or the equivalent), Butler Learning Systems keeps a permanent record of each person certified and acts as the authority to verify, in writing, the endorsement of certification.

**TOGETHER** we create your  
*customers' experience*



**BUTLER**  
Learning Systems

### **Level 3: The Sales Professional Account Management Best Practices**

Now it is time for Sales Professionals to contribute and give back to the selling profession through a best practices presentation on account management. Learn about these high-level sales strategies from the "Top Performers" in the sales profession. Prerequisite to attend this Sales Summit is Level 1 and Level 2 (or the equivalent), as well as a "special" invitation from Bob Butler. Join this elite group of Sales Professionals for a lifetime of fellowship.

#### **Level 3 - Two To Three-Day Sales Summit**

- Capture Sales Secrets from "Top Performers"
- Excel in The Critical Sales Activities: Evaluates Accounts, Plans Strategies, Sells Growth, Protects Profits, Reports Actions
- Prospecting New Accounts In Your Sales Funnel
- Grow The Business In key Accounts As The Preferred Partner
- Establish The "Mind share" & Sustain Relationships Top-Down

### **Why Sales Certification?**

There are many challenges facing all sales forces today...limited access to buyers, less customer loyalty, product complexity and increased customer sophistication. Add to that, obsolete selling systems, inadequate resources and lack of sales leadership, which has created a different selling environment for Next Generation Selling. The power has shifted from the seller to the buyer and buyers are flexing their power in an inordinate way on the sellers. No longer are we pushing a product. Customers have changed, buying needs have changed, creating the transformation of the new Sales Professional.

This new Sales Professional will develop and evolve like other professionals: doctors, lawyers, accountants and engineers. All professions have three basic requirements:

1. Education, studies and training in basic principles.
2. A standard licensing or certification process.
3. Professionals are specialized.

Other industries and professions offer certification in a multitude of disciplines. Internally, there are purchasing, quality, HR and technical certifications requiring continuing education to maintain licensing. Externally, real estate, insurance, financial planning, cosmetology and a myriad of health services. It is our vision to certify Sales Professionals in a similar fashion to raise the standards of sales excellence. Butler Learning Systems has trained, educated and certified Sales Professionals by the thousands and will continue to do so.

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