



SLAM! SELLING

The Sales Methodology For Product Pushers

*Tired of having to go through a nine month sales cycle for that million dollar deal?
Fed up with cumbersome and bureaucratic sales methodologies?
Exasperated because solutions are for chemists?*

The try SLAM SELLING! Join the tens of thousands of high technology sales reps out there who are using this age-old system to push products instead of selling solutions.

This revolutionary two-day course will teach you how to:

- Practice the revolutionary four step system - **Preach, Pitch, POC and Pray.**
- Use the two magic discovery phrases of "stop me when you see something you like" and "we can show you that in the demo".
- Close the deal with "would you like a free onsite Proof Of Concept?"
- Embrace the "Dash To Demo" because the software will sell itself.
- Minimize your preparation by showing you a dozen different techniques to avoid giving your pre-sales engineers any information before the call whatsoever.
- Enter just enough information into the Sales Forecasting system to keep your boss off your back.
- Compete against point solutions rather than sell your entire portfolio because it is easier and the sales cycle is shorter.
- Blame your pricing structure or a missing product feature every time you lose.
- Avoid training on any new products because you can only sell what you know.
- Be clueless about the competition because that is someone else's responsibility.

An amazing sales process! I no longer care about burning out my SE's with spray and pray demos or unsolicited RFPs. My activity levels have never been higher.

