

# 2017 TRAIN THE SALES TRAINER COURSE



**CHICAGO**

**September 26-28**

**ATLANTA**

**October 10-12**

# TRAIN THE SALES TRAINER COURSE

How would you rate the leadership at your stores? Sales managers & trainers determine the success of each salesperson, as well as the store as a whole.

Training is always reserved for new hires, or maybe those that need a refresh. But who is training your trainers? In today's ever-changing sales environment, one-time leadership training is no longer good enough. It's time to teach your leaders not just how to train, but how to lead.

Train the Sales Trainer Course is designed exclusively for store owners, managers, & trainers.

## *Course participants will learn to:*

- Increase productivity with five benchmarks – how to measure productivity effectively.
- Provide a formal sales training program for your salespeople, teaching your staff to market your store and themselves.
- Turn objections into money in the register! Maximize each and every selling opportunity.
- Effectively add-on and up-sell. Convert a repair or service into a sale.
- Smoothly perform a turnover or convert a turnover into a sale. Create a competitive edge within your market.
- Effectively use telephone & email to increase your bottom line.
- Train for staff retention and professionalism on the sales floor.

## *Course features include:*

- A comprehensive training manual, including our renowned PMSA Relationship Retail Sales System. (PMSA=Preparedness—Making the Sale—Saving the Sale—After the Sale)
- A thorough and detailed demonstration of the selling process- and how to implement it.
- Role play “effective coaching” in sales simulations!
- A complete productivity improvement implementation Process.
- A breakdown of the 20 tips and techniques of training that will help you successfully train your staff.
- Practical methods for you to use that will get your employees’ attention, trigger their desire to be involved, and keep learning more.
- Suggestions and ideas about how to make training fun and interactive.
- Ideas for games and contests that can be used in your store to help increase sales.
- The skills, ability, and knowledge to confidently go back to your place of business and produce positive results.

“ Working with Brad Huisken has been one of the best investments that my brothers and I have ever made for our business. The systems and processes that he introduces allow us to run our business based on factual information rather than our opinions. Someone Brad and I mutually know once said "One of the worst things you can do is say 'We've always done it this way...'"

Since attending Brad's seminars and having him conduct in-house training and coaching with our staff we have enjoyed double digit sales and profit increases. He has helped me uncover various road blocks to our growth, including staffing issues and sales floor coverage issues. I highly recommend Brad to anyone that is serious about growing their business and taking control of the personnel side of their organization. His way of communicating gets through to all of my staff, young and old, inexperienced and skilled. The training that he provides gives us the ability to customize the strategies and techniques to fit with the specific needs of our company. ”

**MoJooma**  
**Icebox Diamonds & Watches**

We guarantee you will gain the knowledge to grow your business and you will be delighted with your new-found ability to inspire, encourage and instill a sales-driven culture into your organization that will produce successful results or we will gladly refund your registration fee.

## PRICING

1-2 students from the same company	—	\$695
3+ students from the same company	—	\$595
Train The Trainer Course on DVD	—	\$995

Special guest presentations by David Mink of Trax Sales And James Matero of Prime Consulting

Phone: 1-800-248-7703 / 303-936-9353 Fax: 303-936-9581

Email: [info@iastraining.com](mailto:info@iastraining.com)

# Train the Sales Trainer - Course Registration Form

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ #Stores/Employees \_\_\_\_\_

Address \_\_\_\_\_ E-mail \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Workshop Date \_\_\_\_\_ Location \_\_\_\_\_

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Number of Participants \_\_\_\_\_ @ \$ \_\_\_\_\_ ea.=Total U.S. \$ \_\_\_\_\_

\_\_\_\_\_ Bill my Company \_\_\_\_\_ Check enclosed Check # \_\_\_\_\_

\_\_\_\_\_ Visa/MC/Amex/Discover # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_ CVC # (on back of card) \_\_\_\_\_

Signature \_\_\_\_\_

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Please print names of each attendee to ensure the correct spelling on their *Certificate of Completion*.

Name \_\_\_\_\_ Name \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

Course runs from 9:00 am until 5:00 pm 1<sup>st</sup> & 2<sup>nd</sup> day –

9:00 am – 4:00 pm 3<sup>rd</sup> day!

Dress – Business Casual

*If you are mailing in your registration—please send to the addresses below:*

**IAS Training  
P.O. Box 27803  
Lakewood, CO 80227**