

Profit Growth = Strategy + Training



Does your marketing plan support your revenue targets?

Is your sales team spending too much time generating leads?

Is your sales cycle too long?

Are you suffering from low conversion rates?

Is competition beating you down?

Are you losing revenues, market share (and sleep)?

We'd like to help you find the right answers...

COURSE OUTLINE

Prospect Qualification

- Opportunity analysis
- Qualification process
- Presentations
- Webinars and seminars
- Uncovering buyer pain
- Defining critical issues
- Creating vision

Selling

- Selling solutions
- Consultative selling
- Winning sales opportunities
- Account management
- Developing a territory
- Cross selling and up selling

Negotiation and Closing

- Building relationships
- Evaluation plans
- ROI and justifying value
- Proposals
- Negotiating contracts
- Closing and getting referrals

WHO SHOULD ATTEND

Small business owners, non profit organizations, sales persons and management from all industries and levels of expertise — anyone involved in business to business selling, managing sales teams, account management, territory management, customer relationship management.

METHODOLOGY

We use the latest computer based presentation tools and other audiovisual aids to train, mentor and guide, in an interactive classroom environment that fosters active participation from the attendees. Sales people will learn how to assess every sales situation accurately, set realistic goals, devise a smarter strategy and deploy winning tactics.

INVESTMENT

For a small investment that is a fraction of your future returns, we will help you make the smarter decision and transform your sales team, into an awesome force that dramatically improves your revenues and turns your competitors into nervous wrecks. Since transforming a team is a group effort, we offer discounts to groups of 3 or more from the same organization, and to participants from non-profit organizations. However, the total number of seats in any course is strictly limited, in order to maximize interaction.

ABOUT US

Trinity Business Management Co is a New Jersey based strategy consulting, training and technology company, with partner offices in Europe and Asia. Drawing upon decades of worldwide experience, across a variety of industries and economic environments, we provide unique solutions that enable you to align revenue targets, business plans, strategies, resources, technologies, policies, processes and people, in order to measurably accelerate your revenue growth and profitability.

We help businesses like yours to intelligently combine our solutions and expertise with their own business and domain knowledge to:

- make more accurate, objective and consistent decisions
- meet critical challenges such as, attracting new customers or improving interactions with the most profitable existing ones
- measurably influence results, with better marketing and sales processes
- improve the efficiency and closing rate of the sales force, through smarter customized and on the job training
- turn the Internet into a competitive advantage, by unleashing its power, as a customer acquisition and relationship management tool
- leverage the latest tools and technologies to understand and deliver what customers really want
- improve ROI and systematically advance business growth and profitability.

We have helped a number of small and large businesses, including a major Vintner, a French software company, a leading American credit risk solutions company and a prominent Indian software services company. We have also successfully trained marketing and sales professionals at companies like IBM, SPSS, TCS and Wipro, among others.

TBM is a member of the New Jersey Technology Council and approved as a Category 1 small business enterprise by the New Jersey Commerce and Economic Development Commission.

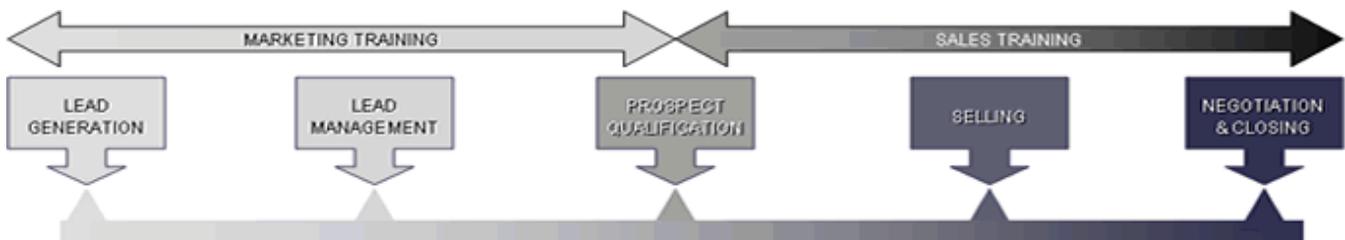
We are registered with the Better Business Bureau and D&B.

Our team offers 'on the ground' expertise in key locations around the world, including United States, Latin America, Europe, China, India and Asia Pacific. Every senior consultant has held top global management and 'C' level executive positions with technology reliant public companies around the world. They have learnt the art of running successful global businesses the hard way, and acquired a knowledge of business, processes, methods, laws, cultures, and languages, that can be rapidly leveraged to help you achieve your goals.

We've developed and executed strategic business plans; raised capital; set up and grown businesses; increased sales and market share; mentored business owners; trained marketing and sales teams; established partnerships, and marketing, sales, distribution, training and support channels in over 50 countries.

COURSES OFFERED

- Marketing: How to install a Marketing Machine™.
- Sales: Transforming the Sales Force™.
- Presentation Skills: How to make a winning Presentation. Every time.
- Customized Training: Internet marketing, lead generation, services marketing, solution selling, account management, customer relationship management, presentation skills and human quality.



Call today, to demoralize and decimate your competition!

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