

Do You Need Better Sales Performance NOW?

**Number One Sales Solution:
Increase Sales, Boost Revenue & Skyrocket Profits**

The Sales Edge System Seminar™

**Taking Average Sales Results & Transforming
Into Sales Superstar Status**

*With Chris Randolph
Author, Sales Coach & Marketing Specialist*

What Would The Impact On Your Business Be If Everyone Increased Sales By JUST 10%?

This HIGHLY SPECIALIZED 2-Day Sales Edge Seminar™

- Engages with the participants to instill the sales techniques into their core
- Compels them to apply these advanced skills in their selling day
- Arms them with effective skills that gives them an unfair advantage over your competition
- Provides a practical and step-by-step structure for sales success
- Imparts relevant & necessary skills to overcome various sales situations
- Opens the mind to creative and effective tactics to discover & close sales opportunities
- Motivate them to perform better & create massive change for Superstar results
- Adjust their thoughts & behaviors to instill a Superstar mentality
- Learn the fundamentals of professional selling & how to utilize them in boosting results
- Builds the sales character and professional sales skills
- Develop the ability to sell effectively, achieve higher sales results & increase client conversions
- Master essential skills to sell any product in any environment to any prospect in any industry
- AND ULTIMATELY... Transform the average salesperson into a Sales Superstar!



Days of fast-talking salespeople with old-fashioned clichéd pitches are long over. Prospects are better educated than ever. They will shut you down fast & buy from someone else!

Our philosophy and mission is to help the average salesperson transform their average results and to evolve into Sales Superstars. You're going to like what you see here.

Since 2001, we have trained 10s of thousands of sales & marketing professionals in the USA, Europe and Asia. Headquartered in San Diego, California with Kuala Lumpur as the regional base for Asia since 2011, we are on a mission to enhance the skillset and mindset of sales and marketing professionals all across Asia & transform them into Sales Superstars.

In today's highly competitive market environment, it's NOT about just selling alone... It's also about how you attract, educate and lead prospects through the buying and selling cycle.

Most sales training programs lack practical application. In theory they are good, but students struggle with applying what they learned in the classroom to the field. And so they give up.

The immense success of the Sales Edge training program is in the Real-World experience obtained from different selling situations globally over the last 20 years.

Our training consists of unique programs designed to focus on areas that are important to the sales success of an organization. The system was created to reinforce organizational competencies and address performance gaps while giving participants the ability to apply what has been learned in their own work environment and drive sales up.

It's not whether we think it might work...

The fact is; It's PROVEN to work... and it's been proven to work in hundreds of different industries for salespeople of all skill levels.

Sales Motivation & Goal Setting

Goal setting is an essential and imperative skill that can be learned. With the Sales Edge 11-Step Goal Identification & Achievement Process (GIAP), any goal, whether short or long term or stretch goals, can be achieved.

Discovering the “Why” is the foundation for any goal and with the GIAP, attendees will be able to overcome procrastination, motivate themselves and achieve more in a shorter time.

Using proven methods and a step-by-step structured process; obstacles and mental blocks will be identified and overcome.

With an emphasis on professional goals, the proven GIAP also applies to goals and achievements in all areas of life that provides an all-around robust improvement in the performance success of professional areas and meaningful personal enhancements of participants.

With a sense of purpose, participants will be able to judge their performance and know what is expected and will be able to take massive action for success.

With a clear understanding of personal and professional motivation, participants will identify areas of improvement for massive success.

Sales Skillsets & Mindset

Skillset is the knowledge & abilities necessary for sales success. This powerful Sales Edge program will cover the essential skills that are required.

Mindset is having the professional persistence, resilience, positive attitude, mental fortitude and focus to utilize the skillsets. Determination to continue using the skillsets even in the face of rejection, losing the sale, or making phone call after phone call sets Sales Superstars apart.

This module is ESSENTIAL to build the foundation in order to apply the knowledge and skills for Sales Professionals.

Skillsets that Sales Superstars need to possess to have massive success. For example:

- Managing Pipeline
- Creating & Maintaining Rapport
- Presentation & Conversation Skills
- Telephone Techniques
- Negotiation Skills
- Active Listening & Communication
- Objection Handling & Objection Prevention
- Massive & Effective Prospecting
- Closing Skills & Follow Up Skills
- Asking For & Getting Referrals

Sales Psychology

Any product or service can be copied by competitors making competition very difficult and intensive.

The only thing that cannot be duplicated is the Sales Professional. Want to get the Winning Edge?

How to convince the prospect that the right decision is to buy from you?

Sales Psychology provides participants with skills that create a unique competitive advantage. It's proven that 84% of purchasing decisions are based on emotion and not logic.

Average salespeople use logic, facts & figures to sell and ignore the emotion factor.

Discover techniques to connect & communicate on a deeper level that appeals to the emotions of the customer to develop trust and rapport for better professional relationships for sales results.

Defeat self-limiting behaviors that expand not only the mind but also expand the sales results.

Learn how to take Massive Action on a daily basis that will deliver outstanding sales performance and, in turn, deliver massive sales success.

Sales Efficiency & Time Management

Statistics of Average Salespeople:

*90% do not plan their selling day, week or month.
70% spend less than 20% of their time on sales.
80% do not follow up after their second contact.
60% don't know where their next sale is.
70% do not improve their skills through training.
50% don't see selling as a lucrative profession
30% earn less than a fast-food worker
80% of companies don't have formal sales training*

Average salespeople are inefficient and ineffective and that costs businesses millions and millions of dollars of lost revenue every year.

An effective and powerful sales training program can yield 50% more sales per Sales Professional.

Attendees will discover how to identify, optimize and maximize the activities that will give the greatest results.

With a structured time management & sales efficiency process, these activities that produce the greatest results will be focused on.

Through effective & efficient structured scheduling, organization & segmentation of activities, productivity and sales results will skyrocket!

Sales Prospecting & Lead Generation

Salespeople need to master the skills of prospecting, generating leads and searching for and identifying sales opportunities to have a sales pipeline.

There's a BIG difference between Lead Generation & Prospecting. Attendees will be taught the distinction between these 2 vital activities.

Most salespeople don't have enough leads and wait for the company to give them leads or wait for incoming inquiries. This is a big problem and unnecessary waste of time, resources and leads to a huge amount of lost sales.

Average salespeople don't know where the next sale is coming from and that's because of procrastination and substandard skills in prospecting.

This module provides effective information on the tools, techniques and methods used for identifying leads and prospects, researching and preparing your sales goals and making the first sales approach to potential new customers.

Attendees will gain a complete understanding of the sales funnel concept and the value of generating a large pool of leads because some prospects won't qualify or will drop out during the selling process.

Sales Closing

The close can be the most critical point with the prospect. It might make or break a sale depending on the technique used. Participants will learn how to use different methods at different times and to gauge closing signs of the prospect.

The key factors of a buying decision by a prospect will be taught as well as the criteria in those factors.

The different levels of closing techniques taught:

- Soft
- Medium
- Professionally Persuasive & Persistent

Closing skills & strategies isn't enough. Average salespeople think the "closing" portion of the sale is the hardest part, the part where the "fight" begins.

Sales Professionals know that "closing" starts from the very beginning; from the introduction, initial conversation, qualifying, presenting solutions to the needs... And if everything is done right, the close is a simple matter of mutual agreement.

The real skill in closing is helping the prospect to buy rather than selling them.

Always treat the prospects as buyers... Treat them as a buyer and they will turn into a buyer.

Sales Conversations & Presentations

Sales Professionals can identify the psychological preferences of prospects. Most of the time we sell the way we want to be sold, but no one person shares the same way of being convinced. So how do we read the customers' communication style to sell the way they want to be sold?

Using structured role-plays & activities, attendees will discover that it is possible and highly effective.

This module demonstrates the phases of using personality preferences to enhance the sales process and obtain Trust, Rapport & Agreement.

Average salespeople focus on "low-hanging fruit" with a goal of making enough contacts and then hoping for some success. The Sales Edge takes this further and deeper: to the core needs of prospects. Participants will learn to improve how they relate to prospects & clients, and how to coordinate sales efforts more effectively.

Attendees will learn to effectively & persuasively present themselves, their product & the company in an interesting, mesmerizing and professional manner in order to close the sale.

Positioning of advantages, uniqueness and benefits for the prospects are key for massive sales success.

Handling & Overcoming Objections

When average salespeople get an objection, they get defensive & justify the merits of the company or product. Or take the objection at face value and give up. These are missed opportunities and lost sales.

Objections are inevitable but should never be seen as a door slamming closed in your face.

How to handle objections isn't enough; learn to preempt the prospect before objections are raised.

When an objection is raised, it doesn't mean they won't buy. They are telling you they want to buy, but need a little help from you first.

Participants will develop a method to handle these issues through the use of an Objection Handling Book Bank and also look at different forms of objections such as logical, tactical or emotional.

Managing objections requires practice and the proper structure to turn into sales.

You'll see very quickly that they do work.

Attendees will experience immediate increases in qualified leads and higher close rates in a very short time by employing these techniques.

Cold Calling Skills & Telesales Training

Learn to double or triple the appointment rate, closing rate, meet income & sales targets with the Secret Formula to cold calling & phone skills.

Discover how to ask questions, pique interest and handle objections on the phone so you never feel rejected ever again.

Gain confidence, personality and professionalism that Sales Superstars have when they pick up the phone. Increase Confidence, Increase Sales.

This module was developed, constantly adjusted, periodically updated, fine-tuned and tested over the last 20 years in hundreds of different industries, in numerous countries and cultures.

Average salespeople fear the phone, get nervous and develop call reluctance. Calling is vital to grow or maintain sales; you have to get the right person, get their attention and convince them to take action.

Cold calling is not simply a numbers game.

These are vital techniques to ensure the Sales Professional maximizes the time & effort and is a master in the art of approaching someone professionally, openly and meaningfully with a sensible proposition.

Social Media Sales & Technology

Sales Superstars realize that Social Media is VITAL for sales, profits and long-term wins. How do you convert fans and followers into paying customers?

Attendees will learn that sales from Social Media are a process & offer a fountain of sales opportunities. Get the structure and process flow of implementing long-term Social Media sales & marketing campaigns to boost sales growth & success.

Typical technology like CRM software is the norm. To effectively prospect & sell, Sales Superstars take advantage of a host of tools & applications to guide their activities and help their efforts.

Using the right software is essential to sales success because of the amount & variety of communication Sales Superstars must initiate, track, and organize. Not to mention the pressure to exceed quota in a world where our buyer's default reaction is to dismiss us or tune us out.

Skyrocket sales success with the implementation of intelligent technology tools to make the Sales Superstar's job easier, faster and more powerfully effective and efficient.

We'll share these tools and show attendees how to use them.

Sales Follow Up

Average salespeople are only focused on closing hot leads. The problem with this approach is that it leaves a lot of good leads that just need more time and nurturing to convert into a sale.

Research has shown that ONLY 1 in 50 deals are closed in the first meeting. Yet average salespeople give up after 1 or 2 attempts at following up.

Not all leads are ready to buy right out of the gate, but that doesn't mean they aren't worth pursuing. Massive success in sales is about follow up, follow up, follow up.

The secret of follow up is this: How to follow up effectively to maintain momentum without being annoying.

As with all skills, there is a vital and effective structure to following up with a prospect.

Attendees will learn the Top-Secret tactics of Sales Superstars in their methods, medium, schedule, consistency and content of follow up that builds relationships, nurtures the prospect and ultimately turns them into a customer.

You will NEVER lose a sale because of professional persistence.

Selling In Tough Times

No one welcomes tough times. Yet, during these difficult periods Sales Superstars thrive, grow, and prosper. Tough times can be brought on by any number of factors: a down economy, Mother Nature, shifts in client needs, national tragedy, etc. These changes can be extremely disruptive or paralyzing, IF you're not prepared for them.

Even in a down economy, people are still buying--you just have to find them.

True sales professionals understand that the only way to handle adversity is to meet it head-on. That's why a positive attitude and a proactive approach to challenges are two of the most essential ingredients for success in sales.

Attendees will get the ironclad, fireproof, dragon-slaying prescription to sales success against recession, slow economy and depressed market.

Discover proven strategies and tactics that can be used IMMEDIATELY for sales success, regardless of the market or economy.

Increase the RIGHT activities, increase the RIGHT prospects and focus on the RIGHT parts of the sales cycle.

Topic Module Recap & Summary:

- Sales Motivation
- Sales Psychology
- Sales Skillset & Mindset
- Sales Efficiency & Time Management
- Sales Conversation & Presentation
- Sales Prospecting & Lead Generation
- Sales Closing
- Handling & Overcoming Objections
- Cold Calling & Telesales Skills
- Sales Follow Up
- Social Media Sales & Technology
- Selling In Tough Times

Expect These Results:

The ONLY result that is highly valued and accepted ROI is this...

Proactive, Constant & Consistent Sales Performance Leading To Increased Revenue & Profits



Over the last 20+ years, Chris has applied himself to the study & practice of professional selling, management/leadership skills, negotiation techniques, presentation skills, life purpose, goal identification & achievement, script writing & marketing.

Through the practical applications of these techniques in every-day selling, Chris is highly skilled in transferring the techniques he has mastered through his one-on-one coaching, group coaching, TeleSeminars, interactive workshops, articles, books, audio programs and public and private seminars, boot camps and retreats.

In his caring, yet firm no-nonsense approach to coaching, teaching and sharing his powerful information, Chris is able to help his clients transform themselves with a clear sense of purpose. You will find yourself exposed to powerful strategies that will transform your skill level. You will develop a game plan for your financials, profession and life.

~ You Will Get The Edge ~

"Chris' style is refreshingly down-to-earth & communicates proven strategies without the shouting, clapping, & standing on chairs."
Scott Sorrell, VP of Training of High Achievers

"I didn't expect such valuable material to enable me to move forward. My goals are visible with the focus questions. Thanks Chris!"
Liz Diaz, Regional Manager of Best Choice Realty

"The information & tactics are Real World and fit most professions. The strategies will work Guaranteed!!"
Richard Hawley, Vice President of Sales of ADT Security

"Very useful and powerful! It made me realize, just how much more successful a professional I can become."
Simon Hakimelali, General Manager of Anaheim Mitsubishi

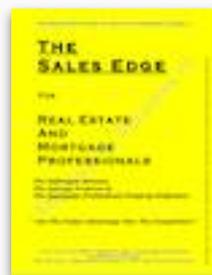
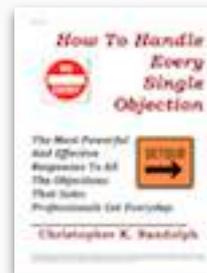
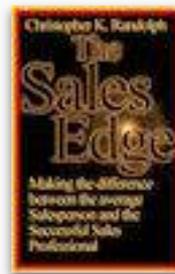
"Great opportunity to refresh & motivate your sales team & leave them with at least one item they can use right away to increase results"
Mike Martin, Director of Marketing & Communications of KSWB TV

"Informative easy manner which appeared to be sincere and not just the usual 'dog-&-pony show'."
Yvonne Henderson, VP of Sales of Phone Directories Company

"Very interesting and gave me a chance to realize (that) I am leaving \$\$\$ on the table."
Jim Mihalick, Regional Manager of Cambridge Home Loans

"Chris seemed to be a genuine caring person who really wants to help people succeed. I appreciated Chris knowing all of our names!"
Gary Lee & Carol Ann Lee, Co-Founders of Lee Real Estate Enterprises Inc.

"The program is useful & I had fun joining this course & learning from the experiences shared by Chris."
Esatul Shareen Hamim of Afrisan Tarmih Khairul Azhar



REGISTER NOW!

Sales Edge Seminar™ Registration Details:

- ✓ 2-Day Sales Edge Seminar™ Training
- ✓ All Course Materials & Lucky Draw
- ✓ Opening Ceremony & Networking Sessions
- ✓ Daily Executive Buffet Lunch
- ✓ 2 × Coffee Breaks With Snack Per Day

Registration Fee Per Pax: **RM 2,988**

Within 7 days of receiving this brochure: **RM 2,688**

Within 5 days of receiving this brochure: **RM 2,388**

Superstar Offer 1

VIP Superstar Status

Front Section Seating
1 × Lunch at Speaker Table
Complimentary Wifi for 2 days
Add RM 298 per pax

- * Limited to 24 participants
- * Get all bonuses of Offer 2 & 3

Superstar Offer 2

Register 5 pax and ENJOY additional 10% discount & following bonus:

- * PDF of "The Sales Edge" book
- * DVD of Sales Edge Seminar™
- * 1 × session Training Webinar

Superstar Offer 3

Register 10 pax and ENJOY additional 15% discount & following bonus:

- * PDF of "The Sales Edge" book
- * DVD of Sales Edge Seminar™
- * 2 × session Training Webinar
- * 2 × Follow Up Conference Call

Our 100% No-Risk, Results Orientated Customer Satisfaction Guarantee:

All participants will get all the sales skills, techniques & strategies as outlined in this packet and will be able to apply this knowledge to their specific sales functions. Within 60 days after attendance, should delegates not be able to apply these techniques in their sales functions and increase results, subject to verification & possible activity adjustments, we will gladly refund all course fees.

We stand by our training and we take all of the financial risk and put it on our shoulders. This by itself should demonstrate the effectiveness of our programs and should convince you to give this a shot. You have my personal GUARANTEE!



Delegate 1: _____ Title: _____
Email: _____ Mobile: _____ VIP: Y / N

Delegate 2: _____ Title: _____
Email: _____ Mobile: _____ VIP: Y / N

Delegate 3: _____ Title: _____
Email: _____ Mobile: _____ VIP: Y / N

Delegate 4: _____ Title: _____
Email: _____ Mobile: _____ VIP: Y / N

Delegate 5: _____ Title: _____
Email: _____ Mobile: _____ VIP: Y / N

(For more than 5 delegates, please use separate form)

Organization Name: _____ Company Stamp:
Address: _____
City/Post Code/State: _____
Contact Person: _____
Telephone & Mobile: _____
Signature: _____

Bank Cheque No: _____ RM: _____
Bank-In To: *CommTech Innovative Group Sdn. Bhd.* Receipt/Bank In No: _____
(1012908-W)
RHB Bank: 2144-4600-0457-2

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or call +603 -6263-4777 for inquiries***