



Looking for more effective WayPoint selling strategies?

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## CONTACT

Ron Holm

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For more than 27 years, Ron Holm has been a Sales Strategist and Senior Trainer with Max Sacks International and its Track Selling System™.

Ron says, "When selling becomes a procedure, it ceases to be a problem. If it's not a procedure, it will always be a problem. Track Selling is a winner, a field-tested, proven procedure for selling that is planned, not canned."

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## SAVE THE DATE

May 18 - 20, 2015  
Hilton Garden Inn  
Scottsdale Old Town, AZ

# The WayPoint Track Selling System™ Three-day Sales Training Workshops

*Take the Mystery Out of Selling and Improve Top-Line Revenue*

Better results. Increased sales. Greater sales team productivity and professionalism. The Track Selling System is a proven selling procedure based on the science and psychology of how and why people buy.

## Has Your Sales Team Struggled to Grow the Top Line?

Would your sales managers rather manage sales process or salespeople personalities? How much could sales productivity jump if your sales team had a standardized selling language and easy-to-understand process? How can your sales team take better advantage of an improving economy?

The Track Selling System is a structured approach to selling used by industry leaders such as IBM®, Apple®, Bank of America and more than 3,000 corporate clients. Participants typically increase sales by 30%.

## The Science of Selling: The Complete Selling Process

The Track Selling System is an about-face from obsolete sales tactics. It eliminates the stereotypes of salespeople maneuvering, tricking or cajoling prospects into buying. Track Selling means doing things for the client rather than to the client. If the customer doesn't benefit from the sale, the sale shouldn't take place.

WayPoint Track Selling combines a scientific process with an ethical philosophy that you can rely on: a win-win philosophy of serving the customer.

## Adopt the Process, then Adapt for Better Sales Outcomes

WayPoint clients' sales organizations learn the buyer's hidden agenda: the Five Buying Decisions that prospects always make before buying. They then learn the Seven Steps of the Track Selling System that carry sales people smoothly through each of the prospects' buying decisions in the correct order. They then adapt track selling to their products, services and sales cycle.

## Mystery Solved, More Sales

After the workshop, sales managers receive a 53-week reinforcement program to assure on-going improvement of their sales team and better top-line results.



Max Sacks International is a leading global sales training company that for the past 50+ years has trained more than 250,000 salespeople from over 3,000 companies in 22 countries. Client satisfaction is guaranteed.

## INVESTMENT

WayPoint Track Selling System Workshop

*Per participant: \$1695*  
*APIC show special: \$1595*

## RAVING FANS OF THE TRACK SELLING SYSTEM™

"A tremendous competitive advantage! Our company rigorously utilizes Track Selling™ as our primary sales tool. Our growth rate has tripled that of the rest of the industry over the last two years! I encourage all selling professionals, except our competition, to utilize it."

*William Holl*  
*Former President, Coca-Cola Enterprises, Inc.*

"We have initiated the Track Selling™ concepts and techniques to nearly 1,000 of our channel partners and have trained our internal sales staff on it as well. The results are outstanding! "

*Dave W. Hanna*  
*President and CEO, State of the Art division of Sage Software*

"I have employed the Track Selling System™ successfully in telemarketing, third-party retail selling networks and other marketing programs. The unique mix of straightforward process and sophisticated marketing concepts make it a useful tool for the beginner and seasoned professional. If you are seeking to improve effectiveness by being of greater service to your customer, I highly recommend that you use Track Selling."

*Steve Tonissen*  
*Senior VP, Comshare, Inc.*

"Track Selling™ does an excellent job of explaining the effective sales process. It is an excellent tool for enhancing anyone's skills in both selling and communications!"

*James L. McCarthy*  
*Senior VP (retired), Ecolab*

"Track Selling™ is a must for anyone selling or responsible for sales. It gives clarity and focus for the sales process. It is so much bigger than sales – this is a life focus."

*Sue DeFlorio*  
*COO, FiberCloud, Inc.*

"In the past, only the largest companies had the resources to develop a truly professional salesperson. Max Sacks International has finally and comprehensively documented professional sales training that any company or any aspiring professional salesperson can thrive on. If you are for customer satisfaction as a basis for increased sales success, you can't afford to let the Track Selling System™ pass."

*Howard P. Stevens*  
*The HR Chally Group*

"Track Selling™ is a practical and proven approach that explains the 'how-to' of the sales process. The application of the insights and process outlined will give your professional sales team a competitive advantage."

*Tom Bligh*  
*VP of Strategy and Business Development, Genie Industries/Terex*

"Successful selling involves the art of persuasion. Therefore it can be taught and learned. Track Selling™ provides an excellent road map to accomplish that objective."

*F.G. "Buck" Rodgers*  
*Former VP of Marketing, IBM*  
*Author of The IBM Way*