



The Sales Mastery System

For The Graphic Arts™



The most
comprehensive,
highest quality,
least expensive
sales training
program you will
ever be offered.



Séan McArdle



GATF/PIA and PIA Inc. of Southern California are pleased to bring you: The Sales Mastery System for the Graphic Arts Industry With the \$100 Million Salesman Séan McArdle

Dear Printing Executive:

You asked for it—you got it: world class sales training at an incredible price.

The program is the Sales Mastery System and is delivered by one of America's leading print salesmen and sales trainers, Sean McArdle.

For more than 10 years, Sean has been training printing industry professionals how to "Sell on Purpose". He is a regular keynote presenter at industry functions and among the most sought-after sales consultants in printing. He has authored two best-selling books and a hugely popular 20-hour audio series on printing sales.

Until now, it would have cost you at least \$40,000 to have Sean train your people for a year. But in cooperation with GATF/PIA, we offer you and your sales team a year-long training program designed to build sales skills that will stick and increase your company's profits.

Here are a few reasons you'll want to snap up this once-in-a-lifetime opportunity:

- Your sales force will be armed with a measurable sales system designed to bring you all of the business you can handle.
- Sean McArdle is one of the most prolific salespeople in our industry and a powerfully motivational presenter. Your salespeople will take off with Sean's exhilarating teaching style.
- Whether you send one salesperson or the entire team, the cost of these sessions is a fraction of what you would expect to pay for this caliber of training.
- Training is approximately every eight weeks with assignments between classes so that your people have time to build one skill at a time.
- After Sean trains in all 29 GATF/PIA affiliate locations, this program will not be available through us again.

Let me see...low cost, high return and the highest quality. That's the kind of training you expect from your association. That's the kind of training you can expect from the Sales Mastery System.

Don't wait to see how the other guy likes it. Take action now and start the systematic acquisition of all of the sales that you built your company to handle. Call us now and reserve a spot for your sales team.

Sincerely,

Bob Lindgren, President, PIA Inc. of Southern California

p.s. As a FREE bonus, you and your sales management are invited to a special 3-hour seminar to learn how to manage effectively within the system you salespeople will be learning. Also, so that no stone is left unturned, the Sales Mastery System includes a session for your customer service people.



"Sean McArdle has the uncanny ability to succeed by helping others see and seize their opportunities. He helps them look inside and draw from their inner strengths in order to meet life's challenges."

Kevin J. Clarke,
Quebecor Printing/
Buffalo



How the Sales Mastery System Works

Every other month for 12 months, your salespeople will come to a session to learn fundamental as well as high-end sales skills required to make it in the printing industry. Between classes, participants will complete assignments designed to help them perfect what they have learned and assimilate those skills into their daily selling habits. This is important, because most people who go

to a sales training program walk out picking up only one or two ideas they might use. The Sales Mastery System will enable them to add gradually one skill set to another with time to put those skills to practical use between lessons. The Sales Mastery System Listserve will also enable participants to stay connected throughout the year.

Here's the Line-Up of Training Sessions:

Session One—The Art & Science of PRINTING SALES™

This is the only class that will require two days. In this session, your salespeople will learn how to sell systematically and “on purpose.” This is the sales system that guarantees your company the knowledge, skills, and abilities necessary to master your market place. Séan shows your salespeople how to find all of the qualified leads they will need for the rest of their careers in less than 30 minutes. Then, he shares his unique “Paddle-Wheel” selling system for getting those prospects from “hello” to “yes” in half the time that it takes now.

Next, your team will learn how to harness today's latest selling technology so that they can save time and maximize results. They also will learn how to frame today's latest printing technology in terms that your customers can understand and take advantage of. The last section of this seminar will super-charge

your salespeople with the kind of winning philosophy that top achievers require to get motivated and stay that way for a lifetime.

This exciting two-day seminar includes four parts:

- Customer Creation
- The Winning Sales Call
- How to Harness the Power of Technology
- How to Build Your Own Philosophy for Professional Selling

Special Note: At the end of day one there will be an evening session on Systematic Sales Management for your sales manager and owner/president. You and your sales manager will learn how to simplify what you do and get better results from your salespeople than ever before. Do not miss this unique opportunity to maximize your sales team's efforts. Learn how to save time and to sky-rocket your company's sales results.

"I want to thank you for an exceptional two days. Your insight and ability to draw out even the most hard-core skeptics was amazing."

Mark Laniak,
Flower City
Printing, Inc.

Session Two—Advanced Selling Skills

There are three ways to sell a lot of printing. You can:

1. Offer the lowest prices and hope that the customer is only shopping price—a long-term defeating practice.
2. Make more sales calls than anyone else and learn from your mistakes—still leaving jobs on the table.
3. Learn and practice the skills of those who are greatly effective—the only way to ensure prosperity.

In this highly charged seminar, your salespeople will learn how to use Séan's powerful "Sales Triangle" to organize their efforts and create the most valuable sales with their time. They will learn the three "must-do" items for every day of selling printing and how to sell more in half a day than they are used to selling in a whole one!

Participants also will be treated to these topics:

How to:

- Use databases to find the most profitable prospects.
- Create immediate interest on the part of the prospect.
- Bypass voice mail and get to the decision makers.
- Sell an organization from the top down.
- Use creativity to get big results.
- Sell an account instead of a job.
- Sell multiple jobs at once.
- Pre-frame prospects to believe they will get the best from you and your company.
- Use the web to close customers.
- Use CRM software to turn yourself into a selling machine.
- Create demand for your particular printed products versus alternate media.

Session Three—Advanced Negotiating Skills

Your salespeople will learn how to negotiate every deal they want to close based on the proven negotiation skills of Séan and other successful negotiation practitioners. Of all of the skills a top-seller must rely on, the art of negotiation is at the very top of the list.

Participants will learn how to:

- Leverage the three most important components of negotiation to their advantage.
- Practice "win-win" negotiating techniques that will keep customers coming back for more.
- Perfect the ten most effective tactics and counter-tactics in negotiating.
- Employ Séan's "Six Rules to Winning Negotiations."
- Enlist eight ethical power techniques for winning every negotiation.
- Negotiate agreements that consistently build more business.
- Become known as a trusted leader worth doing business with.
- Close more sales more quickly than ever thought possible.

Session Four—Advanced Closing Skills

A salesperson can call on more prospects than anyone else and still not close a sale. There are specific secrets to closing sales. Persistence is fine, but if you don't know how to leverage what a customer believes, you will never get him to change his behavior to take advantage of your offer. Your salespeople will learn from a master closer how to master their closing skills.

Most print salespeople will call on a prospect with no results until a buyer's current supplier makes a mistake. Not until then will the buyer feel justified in trying your company. This session will demonstrate how to make prospects feel

"I have attended many seminars and listened to many wonderful speakers.... But with all sincerity I must tell you that I have never attended a seminar where I was so inspired by another person."

Julia Stuart,
Eastern Rainbow



as if they are making a serious mistake if they don't move to you now.

Participants will learn how to:

- Find and relieve the prospect's pain point.
- Fashion a verbal offer to make the prospect want to buy from your company.
- Make prospects and customers feel glad to see you come and sad to see you go.
- Frame your offer in terms that will please the prospect.
- Diplomatically disagree so that you position yourself as an expert.
- Create a vision for your prospects that allows them to win by switching their business to you instead of their regular printing suppliers.
- Create "top-of-mind association" for you and your company.
- Close to your strengths and hide your weaknesses.
- Create instantaneous belief in your proposal on the part of the prospect.
- Cut your selling cycle in half.
- Choose whether to use a long proposal or a short one based on the prospect's personality type.
- Leave concern for price behind so that you focus your efforts on value.
- Use your company's unique product line to create a new demand for printing in the buyer's mind.

Session Five—Effective Listening Skills (morning session)

(CSRs are invited to class today. Every attendee may bring one CSR. Advance registration is free, but required.)

Every prospect will tell you how to sell them if only you will listen. The most dynamic challenge the average salesperson faces is an inability or unwillingness to proactively listen. If you do not listen, you can't learn what you need to close the simplest of sales.

Session 5 (continued)

Of all of the skills that encompass human communication, listening ranks as one of the most important. Without good listening skills, we are destined to lose out on the information we need to be effective. In this course, participants will learn the vital dynamics of effective listening skills and gather the mechanisms necessary to turn hearing into listening and make positive contributions on the job and in life.

Participants will learn how to:

- Differentiate between hearing and listening.
- Comprehend the dynamics of effective listening skills.
- Become an active listener.
- Master the ten basics of listening.
- Identify why differing communication styles alter listening patterns.
- Design a conscious plan of action to adopt new listening skills.
- Build better relationships through proactive listening.
- Avoid mistakes that poor listeners make.
- Save time and energy through effective listening practices.

Customer-Oriented Printing: Building Value through Teamwork (afternoon session)

The marketplace cannot resist your willingness to be excellent. There are so few companies that make the sacrifices necessary to build customer loyalty, that when you do, you will stand out in the crowd of those who do not.

Do your customers fight for you? Do they go to bat for you? Do they refer you on a regular basis to other buyers? If they do—congratulations are in order. If they don't, it's time to turn the tide.

Customer-oriented printing is the easiest way to build a profitable printing company. It happens when everyone from the president to the pressman commits to the basic fundamentals of the

"Your enthusiastic, energetic presentation at the PIAS Annual Meeting in Point Clear, Alabama was a catalyst for my surge of energy and increased sales for our fiscal year which just ended. I purchased and listened to your *Art & Science of PRINTING SALES* tapes and have forwarded them to my sales force for their own enrichment."

Richard A. Barnett,
The Merrick Printing Co.



"I have read and listened to many different motivational and sales & marketing programs, but yours is hands down the best one I have tried. I can't say enough about *The Art & Science of PRINTING SALES*. It is my bible for developing new accounts and keeping and upgrading existing accounts. Other reps from all over the country have asked me how to do it. I just tell them I have a system from Séan McArdle that is simple, efficient and works great."

-Mark Hughes,
General Binding Corporation

buyer/seller relationship. For your company to grow, you have to do more than bring in new customers. You must make current customers your best friends. That friendship can be earned only when everyone in your organization sings the song of customer needs. Add the willingness to do "whatever it takes" to satisfy your customer's needs and you have the foundation you need to grow your business.

In this session participants will learn how to:

- Build teamwork by focusing on customers' needs.
- Build a better company through teamwork.
- Overcome personality differences by focusing on the creation of customer value instead of personal victory or loss.
- Enhance communications that build a better product for the customer to buy.
- Use teamwork between customer service and sales to build more sales and higher profits.
- Dazzle your customers with excellence that keeps them coming back for more.

Session Six—Time Management Skills

You can waste time, you can spend time, or you can invest time. One thing is for sure, though: if you don't plan how to use your time, you are handicapping your own ability to achieve your life's dreams. A modern-day philosopher once said, "Time management is the secret of the rich." In this session, your salespeople will learn how to become the architects of a day that will bring what they say they want for a lifetime.

Participants will learn how to:

- Use time management to their advantage.
- Design their use of time to increase productivity.

- Invest more time and waste less of it.
- Manage large and small projects more effectively through time management.
- Become more efficient at their job through time management.
- WOW customers with higher productivity.
- Recapture time that they can use to build a better life.
- Sell more printing through effective time management.

Course Recap

In the afternoon of the last day, Séan will tie together the major components of this year-long training to help your salespeople actualize the skills and help your company profit from the experience. They will learn how to master the challenge of personal change and accept the mantle of personal leadership. They will receive a certificate of training from GATF/PIA for the Sales Mastery System.

Who should attend?







From beginner to most seasoned professional, anyone who sells printing for a living should attend this series of training courses. Instructor Séan McArdle will paint a picture of success and achievement that participants can use to positively revolutionize their printing sales careers. Use the enclosed form to register today!

100% Satisfaction Guaranteed

After the program is finished, if it wasn't everything you expected, we will happily refund your money.



Sales Mastery System™ 2004 Schedule

| Affiliate | Opening Program | 2nd Session | 3rd Session | 4th Session | 5th Session | 6th Session |
|--|-----------------|-------------|-------------|-------------|-------------|-------------|
| PI MidAmericas  | 1/22-23/04 | 3/25/04 | 5/27/04 | 7/22/04 | 9/16/04 | 11/11/04 |
| PIW  | 1/29-30/04 | 3/19/04 | 5/14/04 | 7/30/04 | 9/24/04 | 11/19/04 |
| PII  | 1/27-28/04 | 3/18/04 | 5/13/04 | 7/29/04 | 9/23/04 | 11/18/04 |
| PISTL  | 2/18-19/04 | 4/8/04 | 6/3/04 | 7/8/04 | 9/9/04 | 10/28/04 |
| PIASC  | 1/19-20/04 | 3/4/04 | 4/22/04 | 6/17/04 | 8/6/04 | 9/29/04 |
| PINC  | 2/12-13/04 | 4/9/04 | 6/18/04 | 8/5/04 | 9/30/04 | 11/5/04 |



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