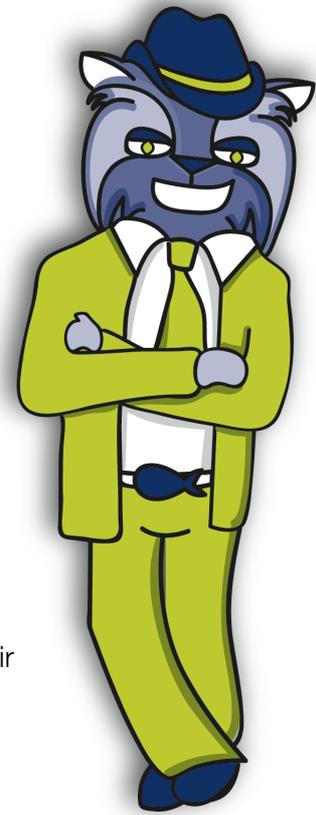


SALES CATS THE 9 LESSONS®

Program Overview

Sales Cats® is a powerful fable written by Mike Boyle that tells of a sales professional put back on the path to sales success. Mike firmly believes that, "A successful sales person is not born with the gift-of-the-gab, they are a business person who sells". Anyone in a selling role can create their own success by following these sales lessons.



THE SALES CAT STORY

The story of the The Sales Cat focusses on the 9 Lessons the sales cat offers to the sales rep. These simples lessons lead to easy actions that can focus and kick start sales activity. The sales cat explains the importance of a planned approach to sales that is supported by simple skills and strategy.

1. *Keep it Simple*
2. *Have a Plan*
3. *Problem Solving*
4. *Self Promote*
5. *Be Creative*
6. *Be Inquisitive*
7. *Learn to Fail Well*
8. *Be Active*
9. *Take Responsibility*

He encourages sales people to put some 'swagger' in their step and reap rewards by developing skills that enhance their performance. Gain clarity and get activity back into your sales role.

Help your sales team move from being a 'Sales Rep' into living the life of a 'Sales Cat'.

As a result of the the Sales Cat® 90 minute presentation, participants will:

- Hear the 9 Lessons;
- Gain a deeper understanding of what it takes to create a solid foundation for positive sales activity;
- Plan for a selling future that is based on proven actions and attitudes;
- Gain confidence in understanding the sales process and the benefits of self-motivated activity.

Take the opportunity to focus on the challenges of you particular team and select two-three lessons to explore in detail. Talk with Mike to customise the presentation to meet your Sales and Organisational needs.

Further enquiries on the number below.