

## Logistics

### Meeting Venue

Universal Training Concepts offices,  
5633 Tylersville Road  
Suite D  
Mason, OH 45040  
(513) 779-7134

### Airports

Cincinnati International Airport (CVG)  
Dayton Airport (DAY)

### Day 1

8:00 a.m. Prompt Start  
6:00 p.m. Close

### Day 2

8:00 a.m. Prompt Start  
4:00 p.m. Close (Please plan for flight  
departures after 6:30 p.m.)

### Dress

Very casual.

### Pre-Work

Bring a recent lost sale for rebuilding  
and practice. Also bring your laptop.  
Read "3 Steps To Yes" by Gene Bedell

### Pricing

Provided separately.

## Your Facilitator For The Conference

**Bruce Manchion** is C.E.O. of **Universal Training Concepts, Inc.**, an international training and consulting company based in West Chester, Ohio, specializing in building productivity and organizational capacity by enhancing the people skills at all levels. Originally from Brooklyn, New York, Bruce graduated from Emporia State University in Emporia, Kansas. He has extensive experience in training and consulting for a broad range of individuals in businesses of all sizes. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained and addressed thousands of professionals worldwide.



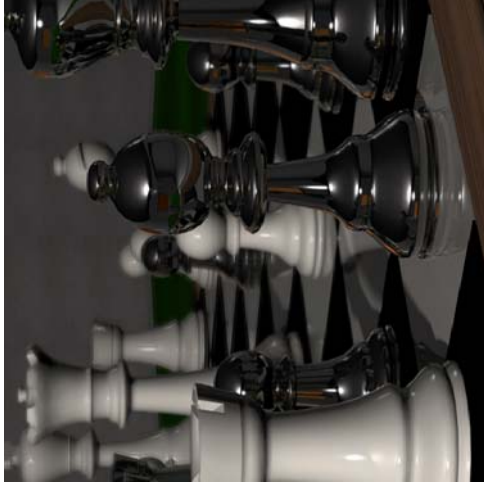
### PHILOSOPHY

"Work is more challenging than it has ever been, more competitive than it has ever been and more stressful than it has ever been. It stands to reason, then, that it ought, also, to be the more rewarding than it has ever been. This is best achieved by using work to build the skills of the people. Rather than seeing the workplace as the end, I see the workplace as the venue for growing people skills. The end is growth. The workplace provides an excellent environment for that growth to take place. When people are growing, they are more productive, more loyal, more cooperative and take more ownership in their work and in their workplace."

### INFORMATION

- Author, "Getting To The Gut", a DVD on achieving higher results in convincing others to take the actions you want them to take. (see clips at [www.utctraining.com](http://www.utctraining.com).)
  - Creator "C.A.P.D.™", a process for teams that can reduce unnecessary rework by up to 40%.
  - Creator "Global Integrated Selling Process", which makes selling more efficient by enrolling the buyer in the process - essentially getting them to participate in selling themselves.
  - Creator "Team-Based Work System", a model that provides structure and focus for team leaders, team members and the team as a whole.
  - Creator "Core People Skills", six skills that are necessary for success in the workplace of today.
  - Creator "The Leadership Conference", a three day immersion in taking leaders from good to excellent.
  - Creator "Facilitators Leadership Conference", the definitive process for building and giving superb presentations.
- PUBLISHED ARTICLES (download at [www.utctraining.com](http://www.utctraining.com))**
- "Anticipating, Meeting and Exceeding Needs and Desires", an article on superior customer service.
  - "Rules of Engagement for Team Members", an article on addressing undesired behavior and conducting effective team meetings.

"Nothing happens until  
somebody sells something."  
Door To Door



# Selling Skills Conference

Brought to you by:



Universal Training Concepts, Inc.  
5633 Tylersville Road  
Suite D

Phone: 513-779-7134  
Fax: 513-898-8982  
[www.utctraining.com](http://www.utctraining.com)

# Selling Skills Conference

Effective people do multiple things at the level of excellence, including selling. Every person sells, whether they wish to believe so or not. Each time you have convinced anyone to go to the movie or restaurant you wanted to, you sold them. If you are, or ever have been in a marriage or significant-other relationship, you sold yourself to the other person. Selling happens regularly and daily for us all.

Selling is an art. There are innumerable selling models, all of which carry their own advantages and disadvantages. This conference, rather than debating the benefits/drawbacks of different selling models, offers a format into which one can leverage one's desired selling model.

The **Global Integrated Selling Process** does not require that you make your selling situation fit the process. Rather, the **Global Integrated Selling Process** is intended to flexibly fit your situation.

One person's ruler was lying on their desk. It had these words written on it, "Diplomacy is the art of letting someone have it your way." This simple sentence sums up what this conference is all about. Selling in order to let someone else have it your way.

## Global Integrated Selling Process

### Getting To The Gut

Human beings buy on emotion and justify on fact. Why, then, do we spend so much time on the facts and so little time on the emotion. What is "The Gut"? It is that spot deep inside us that drive our behaviors. Why go there? Because that is where buying decisions are made.

### Communication, Objections and Closing

- How to get and keep communication open.
- Uncovering and handling the REAL objection.
- Control the environment.
- Preparing and executing a strong close.

### Persuasion

Learn to use the 5 step process for organizing and delivering selling presentations that get to The Gut, and get more Yes'.

### Practice

Bring your real-life case study of one of your own buyers that said no previously. Learn how to revisit that situation and get the Yes.

## Road Map

### Day 1

Prompt start at 8:00 a.m.  
Foundation  
Getting To The Gut  
Global Integrated Selling Process  
Assignment  
Close at 6:00 p.m.

### Day 2

Prompt start at 8:00 a.m.  
Preparation for practice  
Videotaped practice and feedback  
Close 4:00 p.m. (Please plan for flight departures after 6:30 p.m.)