

# STEP®

## Sales Training For Exceptional Performance

### Ever wondered What If?

- √ What if... you could improve sales productivity?
- √ What if... you could support higher margins?
- √ What if... you could get away from pricing battles with your competition?
- √ What if... your organization stood out from the crowd and was embraced as a partner by the best in the industry?

**Well...** it doesn't happen by accident! It takes focus, commitment and the right tools!

That's where we can help.

*"I've found each unit to be well-articulated, concise, and grounded in reality. In fact, you've been able to provide more real-world scenarios / experiences / techniques than any sales training I've ever participated in."*

Tim D. Silver Spring, MD

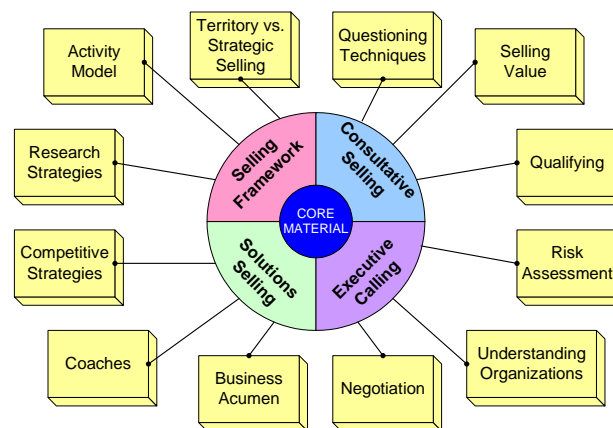
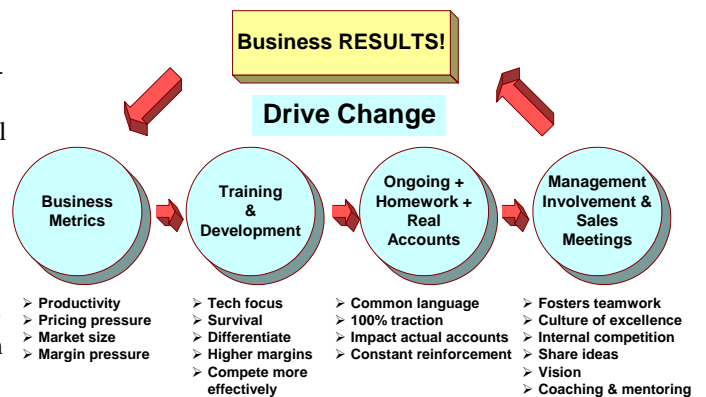
Improved sales results and better account control comes through sales force development. The difference between top organizations and average performers is their commitment. You can't expect to send your people to classes for a "quick hit" and have them come back and do miracles. Real change requires management involvement, ongoing re-enforcement and accountability.

That's where STEP comes in. STEP is a new sales training & development curriculum that uses a unique methodology to produce real change and real results!

We deliver a wide range of topics over 12-months through email installments, so that sales reps can absorb the concepts and apply them in real life.

We provide all the tools for sales managers to re-enforce key ideas, facilitate technology focused sales role plays, and implement other group / team building activities. Most importantly, sales reps are required to apply new skills to their actual territory and real-world accounts through monthly assignments. It's called accountability... and it works!

STEP also provides a management curriculum to help sales management with industry best practices.



STEP is focused on the technology marketplace and was developed by highly successful industry veterans that have "walked the talk!"

*"It's like having your whole team mentored by the top performers in the industry."*

**For information, please call 203-366-1500  
or email [info@sales-group.com](mailto:info@sales-group.com)**