



X-SELLerated X-SELLence

X-SELLerated X-SELLence is a powerful, fast-paced workshop designed to develop and enhance sales teams in a short amount of time. The week-long session provides participants a complete, well-rounded experience with the key selling topics and concepts discussed in the most requested ProMax programs.

X-SELLerated X-SELLence advances advertising representatives to a new selling and service level by teaching participants how to prospect strategically, plan for success and master a competitive sales process that produces results. These skills give participants the foundation to confidently and enthusiastically move from transactional selling to becoming media consultants and marketing resources to both current and future clients.

X-SELLerated X-SELLence is facilitated in an accelerated learning format, yet the information is easily retained because the session incorporates a variety of fun, energetic and competitive activities.

Program Includes

- ★ **Maximum Sales Success**
- ★ **Effective Communication Skills ~ Using Words that Sell**
- ★ **Selling to Behavioral Styles**
- ★ **Plus: one of these powerful programs:**
- ★ **Creating Ads that Sell**
- ★ **Planning Ad Budgets & Selling Campaigns**
- ★ **Powerful Presentations**

See ProMax materials for detailed information on all of the programs.

X-SELLerated X-SELLence will advance sales representatives ~ whether they are newly hired or have been on the job for years ~ by teaching new skills and time-tested techniques that will enable them to master a proven sales process and maximize their sales success.

X-SELLerated X-SELLence is a challenging, yet exciting course. After completing the program, participants will understand more about themselves, their selling opportunities, methods to better serve their clients as marketing consultants, and how to achieve overall sales success.

X-SELLerated X-SELLence focuses on the critical sales topics to ensure participants have confidence in themselves and their selling skills. Customizing the program to your team's specific needs further enhances the experience for participants, as well as the overall results of the program.