

Exceptional Strategy. Precise Execution.

Mastering the Complex Sale

How to Compete and Win When the Stakes are High
A two-day workshop to strengthen your sales performance



Constant competitive movement and fluctuating threats create a turbulent and volatile marketplace. It takes highly-skilled professionals to protect their turf, aggressively win sales, and sustain valuable customer relationships.



Chicago

London

Boston

Santa Clara

Houston

Minneapolis

1 Eliminate risk and failure in complex sale negotiations.

"Even though we provide a highly technical and complex solution, we find our prospects, and even our most knowledgeable customers, are forcing us to compete as a commodity with severe pricing pressures and relentless negotiating."

Let's face it, the more complex the situation becomes, the more people try to simplify things, and the simplest denominator is price. In negotiating, knowledge is power. Learn how to build a knowledge bridge from your customers' critical issues to the added values of your solution. You'll be able to negotiate with your customers on a financial level that will eliminate pricing pressures and close more sales.

2 Build powerful proposals that connect at the executive and operation levels.

"My convincing proposal won the first round of approvals, but I later found out that the executive buy-in never happened. This executive had criteria on the table that I never tapped into or knew existed."

Engage the executives early in the decision process to establish the criteria which creates senior-level ownership. Build winning proposals that formulate a business case for the financial impact of your solution and connect the business drivers at all levels of influence and decision.

3 Qualify customers early, long before valuable time is wasted.

"Customers smile and say all the right things. Then when I try to close the sale, they pull the rug out from under me. I feel used and strung along. What really hurts is that I should have seen it coming."

Your time is too valuable to waste on dead-end situations. Know how to determine a customer's intent. Discover a system to reach the decision-makers and influencers with the greatest source of power, right from the start. Learn to manage levels of influence in the committee. Differentiate between stalling tactics and legitimate concerns or delays. Master the art of resolving conflicting messages and expectations.

"This program is clearly the graduate school of selling. Moving from selling to business development is what will separate the professionals from the amateurs."

Director of Organization Development
Spectrum Healthcare, Division of ARA



4 Differentiate yourself and your solution without giving away the store.

"I know I need to educate my customers before they buy, but when I give them the advice and information they ask for they end up buying from my competitor."

The more complex the problems you solve and the solutions you offer, the more guidance your customer will need. That's both good and bad news. The bad news is the risk of unpaid consulting; the good news is you have an exceptional opportunity to differentiate yourself through the diagnostic process. We will show you where the line is between required discovery and unpaid consulting. You will be able to get the information you need and set yourself apart without giving away unpaid consulting.

5 Gain the executive's respect and sponsorship. Build exceptional credibility.

"It was difficult connecting to the executive's critical business issues and I ended up getting pushed back down to the support level. I knew I had a powerful offer, yet I was met with indifference."

Brilliant ideas and valuable products fall short if you can't immediately establish relevancy, credibility and connect to the executive's most pressing issues. Understand the three major objectives that drive executive decisions and how to build a compelling solution that connects your best capabilities to their business drivers.

6 Become the valued resource and the trusted advisor.

"I'm dealing with qualified prospects but they won't open up and give me the information I need to help them."

In the minds of customers, salespeople are guilty until proven innocent. Discover the subtle behaviors that harm your credibility and keep you in the dark. Learn how to differentiate yourself from 90% of salespeople who reinforce negative stereotypes. Get your customers to feel safe and open up. You will learn how to establish trusting relationships that will give you an unrestricted flow of vital information.

When was the last time:

Your sale got lost in the black hole of a client's decision process?

Your customers used your ideas and you ended up as the unpaid consultant?

A phantom decision-maker appeared out of nowhere and killed a sale?

Your competitor was in the executive suite and you weren't?

Everyone thought the sale was in the bag and then suddenly it was gone?

A mix-up in your organization cost you a sale or worse, cost you a customer?

Someone on your team dropped the ball they didn't even know they had?

Your competitor won a major piece of business that you didn't know existed?

Register today and equip yourself to address these costly problems.

Valuable Processes and Skills for your Entire Team:

VPs of Sales and Sales Managers

Replace outdated sales approaches that fall short in a highly competitive and evolving market.

Channel Managers

Increase mind and market share by bringing a cohesive process to channel partners.

High-Level Professionals

Develop and fine-tune strategy execution plans, ensuring long-term success in strategic relationships.

Product Managers

Capitalize competitive strengths, create value and drive sales success.

Engineers and Technical Specialists

Learn how and when to support or lead the sales process to increase and sustain customer success.

Global and Strategic Account Managers

Bring internal and customer teams together with one process to create greater long-term leverage.

Marketing and Business Development Managers

Execute complex go-to-market strategies with precision and relevance in an evolving market.

Directors of Sales, Regional and Area Managers

Shorten sales cycles and increase forecast accuracy across your entire organization.

People New to the Complex Sale

Gain the advantage right out of the gate. Accelerate success with an aggressive sales process.

"Mastering the Complex Sale is a masterpiece! It is street-smart, research-backed and full of real-life practical advice on how to move all the chess pieces in the complex sale game. You'll walk away with not only the 'what' and the 'how' of the complex sale, but also discover how to build the mental stamina it takes to compete at the top."

President and CEO, Protocare Sciences

+1 763-473-7529

www.primeresource.com

10 Key Benefits of this Program:

- 1 Gain access to multiple levels of power and influence
- 2 Establish credibility and trust as a valued business advisor
- 3 Get the inside and straight information with powerful diagnostic questions
- 4 Separate real business from resource drains
- 5 Prevent unpaid consulting and giving away your valuable expertise
- 6 Gain powerful insight into decision making and guide the decision process
- 7 Create a strong sense of urgency and dramatically shorten sales cycle time
- 8 Replace surprises and frustration with control and confidence
- 9 Build competitor-proof and sustainable customer relationships
- 10 Prevent commoditization and get paid for the value you create

"A must-hear presentation for frustrated sales managers trying to implement change amongst the ranks."

Regional Manager, Union Special Corporation

Customers that chose Mastering the Complex Sale and gained competitive advantage to win more sales:

IBM
Tyco
Oracle
Microsoft
Salomon Smith Barney
Sun Microsystems
Siemens
Apple Computer
General Electric
Duke Corp Education
Citicorp
Novellus
Pitney Bowes
Raymond James
Boston Scientific
Ecolab
American Express

Hewlett-Packard
Compressor Controls
Eaton Corp
BOC / Linde
Honeywell
Shell International B.V.
Roche Diagnostics
Novartis
Sedgwick CMS
Ameritech Services
Panasonic
Georgia-Pacific
GE Capital
Texas Instruments
Gartner Group
BellSouth
Fisher Controls

US Oncology
NSK Precision
Rockwell Automation
Alcatel-Lucent
3M
Dow Corning
Toshiba
St Paul Companies
Rheem
Ernst & Young
Parker Hannifin
Datascope Corporation
Bank of America
Philips
Storage Technologies
BASF Corporation
McGraw-Hill



Jeff Thull CEO and President

Jeff Thull is a leading-edge strategist and valued advisor for executive teams of major companies worldwide. He has gained the reputation for being a thought leader in the arena of sales and marketing strategies and relationship management for companies involved in complex sales.

Jeff is a compelling, entertaining and thought-provoking keynote speaker with a track record of over 2,500 keynotes and seminars delivered to corporations and professional associations. He is the author of four best-selling books focusing on the strategy, process and execution of complex sales, and his articles are published in hundreds of business and trade publications.

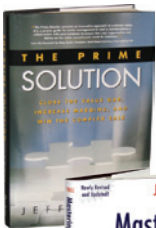
Bring It On-Site: The advantages of a custom program, domestic and global.

From strategic solutions to building the systems, skills and disciplines to manage complex sales, Prime Resource Group's customized business development programs assist our customers with optimizing and executing their go-to-market strategy.

Clients including Shell, 3M, Microsoft, Siemens, Citicorp, IBM, Boston Scientific, Raymond James and Georgia-Pacific, as well as many fast-track start-up companies, have benefited from the business transformation and performance improvement programs designed and implemented by Prime Resource Group. Our focus is to help you and your organization acquire, expand and retain profitable long-term customer relationships.

Call 763-473-7529 or visit us on the web at www.primeresource.com for more information.

Trilogy for Profitable Growth and Business Transformation



Strategy – The Prime Solution

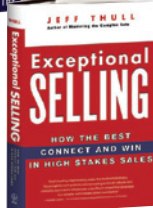
An integrated approach to close the “Value Gap.”
The Executive’s Guide to world-class performance and profitability.



Process – Mastering the Complex Sale - Second Edition

Updated and Revised!

Set yourself apart – become a Valued Resource.
Systems, skills and disciplines for winning high-stakes sales in a complex and evolving market.



Execution – Exceptional Selling

From “First Calls” to the “C-Suite” plus everything in-between. A step-by-step guide to the most important conversations you can have.

Register Today!

Call 1-800-876-0378 or 1-763-473-7529
Visit www.primeresource.com or scan the code to the right
Mail 4352 Willow Drive, Medina, MN 55340
Fax this form to 1-763-473-0792



2012 Upcoming Seminars:

Chicago	Chicago Marriott O'Hare	March 1-2
London	London Marriott Hotel Kensington	March 8-9
Boston	Marriott Boston Newton	April 11-12
Santa Clara	Santa Clara Marriott	May 10-11
Houston	Marriott Houston Intercontinental	May 17-18
Minneapolis	Minneapolis Marriott Southwest	June 7-8
Chicago	Chicago Marriott O'Hare	July 12-13

Pricing:

First Enrollee: \$1595 **2nd-5th:** \$1495 ea **6 and up:** \$1450 ea

London Attendees: First enrollee is \$1695, 2nd-5th are \$1595, and 6+ are \$1550

All participants receive a free copy of the 6 CD audio book of *Mastering the Complex Sale, Second Edition*, our "Top Ten Key Thoughts" audio CD, and an electronic engagement planner.

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

WEBSITE _____ EMAIL _____

This is a group registration. Names and titles of additional registrants are attached.

Bill my company, PO# / Att#: _____

Check Enclosed (Payable to Prime Resource Group)

Credit Card: Visa MasterCard AmEx Novus/Discover

Card Number: _____ Exp ____ / ____

Confirmation: A confirmation letter will be mailed to you immediately upon receipt of your enrollment form.

Late Registration: If space permits, enrollment can be made at the seminar. Check or credit card is required.

Guarantee: Money back guarantee if you are unsatisfied.

Cancellations: If after registration you must change your plans, try to arrange a replacement so your company will not lose the benefits of the seminar. If this is not possible, we will offer a full refund if we have received cancellation notice 14 days before the seminar. There is a \$100 fee after that time.

Schedule: Sessions begin promptly at 8:30 a.m. and end at 4:30 p.m. day one and end at 4:00 p.m. day two. Plan to check in at 8:00 a.m. on the first day. Continental breakfast and luncheon provided by Prime Resource Group.

Attend this two-day workshop and strengthen your sales performance.

Mastering the Complex Sale

How to Compete and Win When the Stakes are High

Is this your situation?

- Many decision makers are involved
- Severe pricing pressures
- Fierce competition
- The stakes are high
- You are expected to bring in the sale



4352 Willow Drive
Medina, MN 55340

www.primeresource.com

+1 763-473-7529

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"I was uncertain whether I could afford the two days away from my office. I now know I couldn't possibly afford not to. Highly valuable, fresh approach."

Manager of Business Development, Bechtel Software

Chicago

March 1-2

London

March 8-9

Boston

April 11-12

Santa Clara

May 10-11

Houston

May 17-18

Minneapolis

June 7-8

Chicago

July 12-13