

Fuel Your Future
SPARQUE
 Your customers
 get better when
 YOU get better ...



Building Relationships Your Competitors Can't Steal

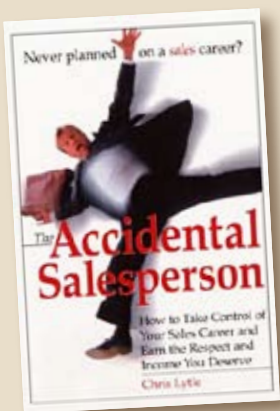
Like it or not, things are not going back to normal.

The good news is that things will go *forward to normal*.

This program is a great way to get 2009 off to the fastest start possible. You could go to a seminar that is four times longer and not learn as much. You could spend 10 times the amount and not get nearly the impact. Here's how we'll help you maximize your investment.

Short and immediately applicable.

We promise more usable information per minute than any sales seminar you'll ever attend. Your speaker has made more than 2100 presentations, worldwide, and knows how to package information in digestible bites.



In this fast-paced, half-day session you'll learn dozens of easy-to-apply, money-generating strategies from **Chris Lytle**, the best-selling author of *The Accidental Salesperson: How to Take Charge of Your Career and Earn the Respect and Income You Deserve.*

Here are a few details from the seminar outline:

- In the first 15-minutes discover precisely how strong your current relationships are and how to take them to the next level
- Use the "Magic E-Mail" that Closes Deals (complete script and subject line included)
- Why your biggest competitor isn't who you think it is
- How to quickly earn your customer's trust and respect
- Understand your own feelings about change and the economy, and use that knowledge to position what your customers are going through
- Avoid the #1 one buyers' dislike and immediately differentiate yourself from your competition
- The three secrets of success and why your clients need to hear them from you
- When to give a customer a pre-meeting assignment to position the meeting as important
- How to perform "Sales Pipeline Angioplasty" to get dead deals out of your pipeline and stalled deals moving through it
- Five stormy-times sales strategies that work now
- Asking the two "killer questions" that diffuse most objections
- Understanding what customers really want from you
- The "Magic Question" you must ask every "interested" prospect to really qualify them
- The critical difference between "A" Players and "B" Players in selling

More than ever, you need to understand the new sales environment and use new strategies.

Date: May 20, 2009 **Time:** 8:30AM – 12:30 PM

Place: The Metropolitan Club of Chicago (located in Sears Tower) **Investment:** \$237 per person.

Enjoy the view from the 67th floor and gain a new perspective on your career at the same time.

To Register by phone: 312-226-9920 ext. 204. We'll answer any questions about the seminar.



“No matter what profession you are in, you can always learn more tips and ideas so that you improve — if you can’t, then you’re stagnant and won’t grow.

This training has tips and ideas that can be utilized by not only new, beginning salespeople, but those who have been in the business for a while.” -Becky

When you are seen as a resource, customers call you for help and advice and don’t ask for your lowest price. Begin that process of positioning your expertise today. You’ll immediately differentiate yourself from your competition and make bigger sales.

The strategies from Building Relationships Your Competitors Can’t Steal are immediately applicable and will lead to more business today. Refine the way you advance prospects through each stage of the selling process. Leave with tools, checklists and an action plan to increase sales.

What the Seminar Includes:

Not only do you attend a 4 hour, fast-paced, highly popular seminar, you will also receive: A six-month membership to FUEL which includes NEW weekly audio and video modules online, created by **Chris Lytle**. It will extend the life of the session and continually remind you to get better. Another six months of cutting-edge sales strategies from Lytle and his network of sales gurus. This is an additional \$119 value.

Who should attend



Sales Managers. Because you can’t coach what you haven’t learned and re-learned. Your post seminar coaching is what will reinforce and get this powerful seminar into the field. We’ll give you the sales meeting Fuel to run 26 post seminar training sessions with your team.



Rookies: Because “accidental salespeople” have to learn how to sell on purpose. The seminar will put you on target to earn the income and respect you deserve.



Veterans: Because veterans have forgotten some of the fundamentals and will get even more out of the seminar than rookies. The seminar has new concepts that even the most seasoned veteran has not yet been exposed to.



Salespeople on the Bubble: This seminar will get you to either recommit to your sales career or convince you it’s time to move on. That’s a win-win.

Two EASY Ways to Reserve Your Place in this Event

To Register on line: [CLICK HERE!](#)

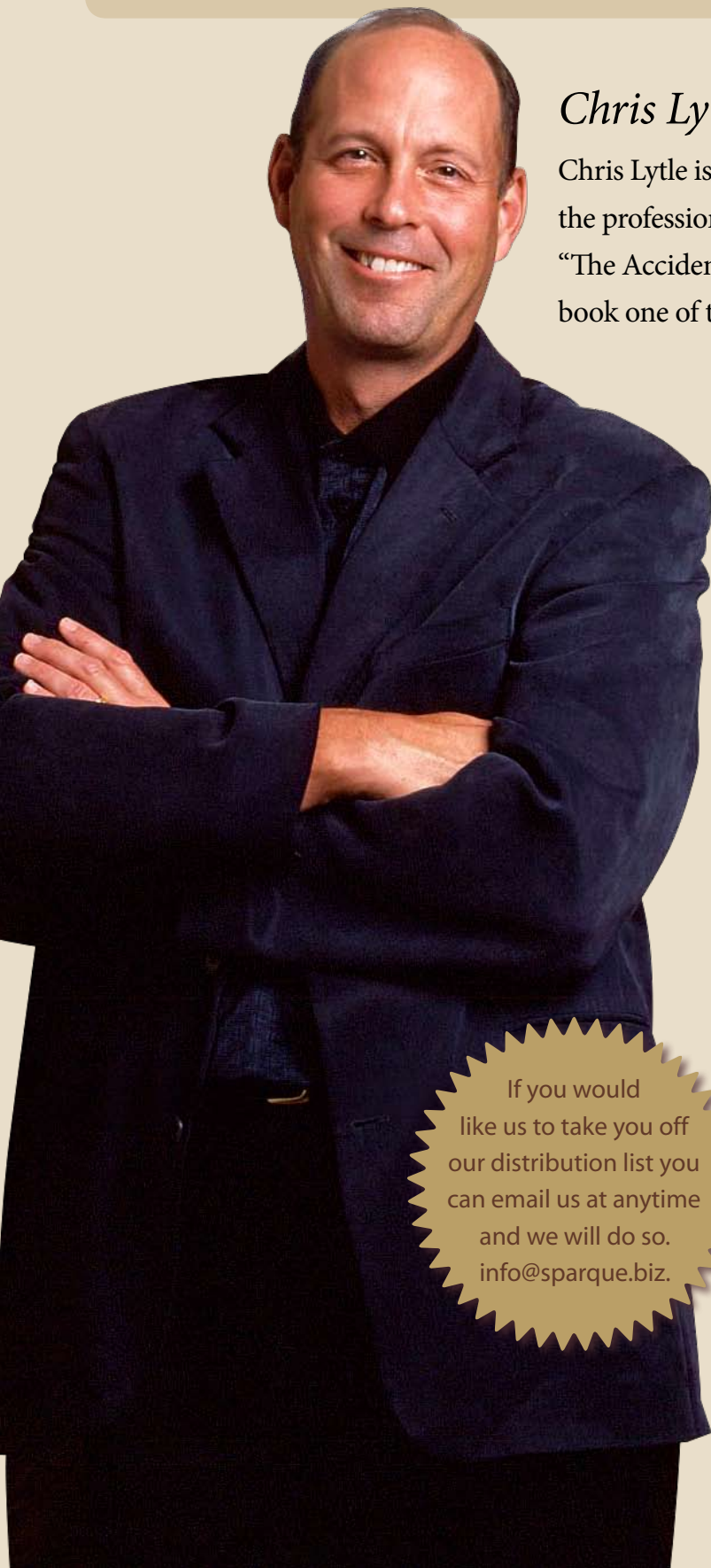
To Register by phone: 312-226-9920 ext. 204. We’re happy to answer any questions about the seminar and the location.

Group Discounts: Register any combination of 5 salespeople and save \$40 per person. Your price drops to just \$197 per person

Managers Special Pricing: Anytime the manager attends with at least 2 other sales people the Manager’s registration fee is just \$157.

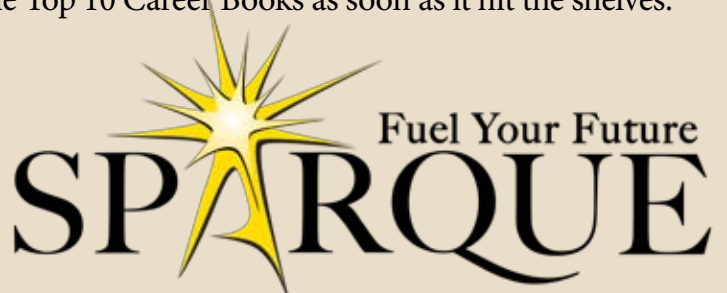


“This training is a great course and I would highly recommend it to other sales people in all fields. I have taken many sales courses over the last 20 years and I have to say that this has been one of the best courses that I have experienced.” — Dave



Chris Lytle: Speaker

Chris Lytle is a highly recognized and respected expert in the professional development field. He's the author of the best-seller “The Accidental Salesperson”. Chicago Tribune Media rated Chris's book one of the Top 10 Career Books as soon as it hit the shelves.



Sparque is located in Chicago and is dedicated to the development of salespeople and their managers in industries throughout the Region. With distribution in 39 countries and 5 languages you are in good company with Sparque clients. We've trained hundreds of thousands of sales professionals worldwide.

If you would like us to take you off our distribution list you can email us at anytime and we will do so.
info@sparque.biz

MONEY-BACK GUARANTEE
You have 180 days to put what you learn in the seminar to work. If at any time during the 180 days you feel you have not gained insights and skills that more than cover your \$237 registration fee you can request a no-questions-asked refund.

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