

Professional Sales Boot Camp

May 13, 2011 • 8 a.m. – 4 p.m.

The University of Toledo Main Campus Stranahan Hall North



Learn how to apply the science and art of professional selling in this expert-led workshop presented by The University of Toledo's Edward H. Schmidt School of Professional Sales (ESSPS) – independently ranked the #1 professional sales program in the country by DePaul University – and Rocket Ventures LLC (a program of the Regional Growth Partnership and UTIE).

This practical and hands-on workshop will cover a proven sales process on how to:

1. Identify and align the dynamics of buying behavior, buyer roles, social styles and more
2. Sustain growth utilizing an Ideal Account Profile
3. Develop the skills and behavior to be a trusted adviser
4. Leverage subject matter expertise to identify and understand customer needs
5. Utilize a unique, proactive questioning process to secure missing information
6. Translate products/services into a value proposition that resonates with the target market
7. Prevent and overcome objections
8. Set and attain sales objectives and forecasts

>>> **Bring your colleagues and customer/prospect account information**

>>> **Continental breakfast and lunch provided**

>>> **Web cast available. Catch it live remotely and/or on-demand afterwards**

Register Today!

Online: stmain.st.utoledo.edu/ESSPS/SalesBootcamp or rocketventures.org

E-mail: edwardschmidtschool@utoledo.edu

Call: 419.530.6133 or 419.252.2700 Ext. 316

Early bird registration before March 31: \$75/person (will be \$100/person after) Credit cards accepted over the phone or send check (University of Toledo Foundation, c/o ESSPS)

About the ESSPS

Formed in 2000 and endowed in 2002 as the first professional sales major in the country from an Association to Advance Collegiate Schools of Business (AACSB) accredited college of business administration, the Edward H. Schmidt School of Professional Sales (ESSPS) at The University of Toledo's College of Business and Innovation is one of the top university sales programs in the world, with more than 300 students, a world-class curriculum, professional certifications, and multiple corporate, university (University Sales Center Alliance founding member) and international (Global Sales Science Institute founding member) elite partnerships. The ESSPS was independently ranked the #1 professional sales program in the country in a 2009 study by DePaul University's Center for Sales Leadership, and its students enjoy a 100% job placement rate upon graduation.

About Rocket Ventures

Rocket Ventures LLC a program of the Regional Growth Partnership and UTIE, and an "Entrepreneurial Signature Program" of the Ohio Third Frontier has been responsible for commercializing over 80 tech-based start-up companies during its three-year history. The Pre-Seed early-stage venture fund has made more than 25 investments (worth more than \$5.6 million) in start-ups, as well as awarded 32 Ignite Development Grants (worth nearly \$1.5 million) in the most promising companies. Rocket Ventures clients have already generated more than \$82 million in co-investments, sales revenues and federal grants – a leading indicator of future success of the clients and the program.

