

"Debunking the Myths of a Sales Career"

Are you thinking about entering the sales profession? Perhaps, you have heard things that lead you to believe that a sales career is not for you? Hang on! Before you convince yourself whether sales is for you or not, you need facts.

Over the years, the sales profession has taken a beating through media created perceptions. The truth is that the role of the sales person is not to be manipulative or aggressive. The fundamental role of the sales professional is to establish marriages between two entities, a buyer and a supplier. To do this well, you need certain skills and a particular mindset.

In his "**Debunking the Myths of a Sales Career**" seminar, Lee Salz helps students understand the real world expectations of a sales professional and see what opportunities are available. He shares information that allows participants to determine if a sales career is potentially for them.

Topics:

- ◆ Common perceptions of sales people
- ◆ You've been selling your entire life
- ◆ Sales reality
- ◆ Prospect expectations
- ◆ Do you belong in sales?
- ◆ What does it take to be successful in sales?
- ◆ Finding the right sales home for you
- ◆ 12 characteristics of your ideal sales opportunity
- ◆ Getting companies interested in you
- ◆ Keys to successful interviewing
- ◆ Common sales interview questions



About Lee B. Salz

Lee B. Salz is a dynamic speaker with tremendous passion and credibility as he spent over 15 years in the trenches with sales people and sales managers, not as a consultant, but as the leader of their sales organization. Salz developed a specialty in building high performance sales organizations in both strategic and transactional sales, in Fortune 500 companies and small start-up ventures.

He is President of Sales Dodo, LLC, author of "Soar Despite Your Dodo Sales Manager" and a frequent contributor of articles to over 100 websites. He specializes in helping companies, sales managers, and sales people **adapt and thrive** in the ever-changing business world.

To schedule your "Debunking the Myths of a Sales Career" presentation, contact Lee at:



www.salesdodo.com

763.416.4321

"Lee has an uncanny ability for untapping the salesperson within. Students are candidly exposed to the practical realities of today's sales environment; while being equipped with the necessary sales tools to appraise their role within it."

-Chandrasekhar Valluri, Assistant Professor of Marketing, St. Mary's University of Minnesota

"All sales people can improve their performance by learning Lee's secrets to success."

-Edward Groark, former President, IKON Office Solutions, Technology Services

"I've never met someone who positions a sales person for success more effectively than Lee Salz."

-Andrew Macdonald, Group President, First Advantage Corporation