Give Your Team an Edge Over The Competition

Looking for the cream of the crop sales professionals? Sometimes, they can be sitting right under your nose. TSRI offers a wide array of sales training programs to give your existing sales force the development and management skills they need to be successful.

TSRI offers a variety of original and custom developed workshops addressing all facets of the sales process, combining seminar sessions and even hands-on training where appropriate. Our goal is to provide real-life skills that can be applied to actual situations that sales professionals experience. With our intimate knowledge of IT products and services, our programs provide road maps for your team to immediately take action to improve their performance.

TSRI also develops custom series of courses, designed to promote **"sales certification"** among technology providers looking to enhance their overall sales image. Our trainers are experienced with sales needs for SMB and enterprise organizations in such verticals as healthcare, legal, education and financial markets.

Real Techniques Taught By Real Sales Experts

TSRI's sales courses leave the theoretical material behind and instead focus on proven strategies that help make salespeople more productive and more effective. Before the workshop, TSRI reviews your company's objectives, speaking with you and your sales team to determine the skills most desired and those most in need of improvement. Listed below are some of TSRI's most popular training programs and their objectives:

- **Intro to Process Selling** - The workshop takes participants through the essential elements of prospecting, qualifying, presenting and closing, providing tips and suggestions to expedite the process and overcome client objections that can often interfere with completing deals (*Half or Full Day Workshop)*

- **Selling Professional Services** - Designed for sales teams accustomed to exclusively selling hardware, this workshop provides the techniques to present, bid and close deals for professional consulting services *(Half or Full Day Workshop)*

- **New Client Development** - In just one day, our Telephone Skills workshop teaches your inside sales staff how to effectively use the telephone to secure new opportunities with prospective customers *(Half or Full Day Workshop)*

- **TSRI Sales Academy** - Designed for multiple full-day programs, TSRI's Academy takes participants through all facets of the sales process. The sessions blend practical skills, activities to reinforce the training and personal strategy sessions to help each salesperson achieve new and more challenging goals. *(Two or Three Day Workshop)*

How to Learn More

Call our sales team today at 877.639.7252 or visit **www.tsrweb.com** to learn how to bring one of our sales training courses to your organization.

About Our Faculty

Unlike many sales training firms, *we do not hire professional trainers*. Instead, our courses are taught by TSRI's two managing partners *(see bios below)*. Keith Mintzer and Rick Meares have each built and managed $100 million+ annual sales organizations, and understand first-hand the needs of salespeople and sales managers. The techniques taught by TSRI are practical, how-to steps your team can take to enhance their overall results

Keith Mintzer

The former VP of Global Sales for GBC Technologies, Keith built the firm from $5 to $500 million in sales annually. Mr. Mintzer also served as vice president of worldwide sales for Hayes Microcomputer Products, helping to turn around sales of the modem manufacturer. Mr. Mintzer has also worked with such companies as Xoriant Corporation, Reynolds & Reynolds Co. and Unisys.

Rick Meares

As the former president of Wang and COO Cabletron's network integration business, Mr. Meares offers hands-on management experience in Finance, Sales, Marketing and Operations. Meares has also held senior marketing positions with Unisys and Bell Atlantic Network Integration.

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