

# No Pressure Selling®



## Increase Your Closing Rate & Profits!

What's the most profitable investment you can make today? An investment in your future sales success! This program will revolutionize your sales process and make it easier, more fun, and more profitable for you to sell your premium products to 21st century homeowners.

### What is No Pressure Selling®?

No Pressure Selling® is an intensive learning program that arms you with the exclusive formula that helps your customers sell THEMSELVES – boosting your sales and profits!

### Why should I attend?

Attending No Pressure Selling® can be the most profitable decision you will ever make. Looking for RETURN ON INVESTMENT? Higher close rates and system prices are common immediately after attending No Pressure Selling®. That adds up to hundreds of thousands of dollars over your career!



**The Best Investment You Can Make  
Is In Your Future Sales Success!**

"The two most important things I learned were how to close on the first visit and how to get all decision makers involved."

-Joel K. (Santa Cruz, CA)

"The class helped me learn a process and structure that is comfortable for me to follow and allows me to focus on closing the sale on the first call."

-Aaron (San Diego, CA)

### Brought to you by:

THE **ACT** GROUP INC.  
Increased Profits Through Knowledge™

To achieve premium profits you need to sell a premium product. The ACT Group, Inc. offers a package that is unparalleled in any industry. Team your top-of-the-line products with your company and your installation and you have a powerful solution that commands a premium.

The challenge is showing the customer exactly why it makes sense to spend more money to buy your premium solution. The key is to illustrate the value the solution provides. When value exceeds price, customers buy.

The ACT Group, Inc. sales training courses prepare graduates for success with a proven, time-tested sales process. Gaining the confidence to sell above the "low-ball" competition, proven methods to overcome objections, and an easy way to determine your customers buying motives are just a few things you will take from this program.

## Our Philosophy



Our tagline says it all: "Increased Profits Through Knowledge." We believe that the only way to stay ahead of the competition is to continually learn

and implement new ideas. In the sales arena it is especially important to keep your sales skills sharp. The success of most organizations is determined by the successes of the sales team. If there is an area to invest in a business, the sales skill of its people is the best place to start.

The overall goal was to develop a sales process that was not manipulative, demeaning, slick, or tricky.

We are different. Our method is not "1001 ways to overcome objections." Our goal was to eliminate objections during the other steps of the process so they were not an issue at the close. We also developed the No Pressure Selling® tools to deal with objections in a systematic way.

The No Pressure Selling® process was developed with the following motto in mind: Prescription before diagnosis is malpractice.

What we discovered was that most salespeople recommend solutions to customers without first determining exactly what they want and desire. This is why our process focuses salespeople on the customer's needs during the "Discovering Opportunities" phase.

Rather than making a "pitch" and diving into power closing techniques, our process teaches salespeople to spend a significant amount of time gathering information to design the best solution possible. We provide tools that make determining customer concerns and identifying opportunities easy.

## Why Should I Attend?

- ✓ **Increase your profit on each job:** Learn to consistently sell premium solutions and sell at your desired margins without discounting
- ✓ **Increase your closure rate:** Discover how to eliminate the low-priced competition and avoid customer stalls by helping them see all the benefits of owning today
- ✓ **Receive more referrals:** Have your existing customers telling everyone about you and your quality workmanship
- ✓ **Gain confidence:** We'll help you take the stress out of "selling" and show you how to have a little fun while maintaining your professionalism



"I have sold for large and small companies in a couple of different fields. This program will flat improve your profits in any business."

-Sam F.  
Broken Arrow, OK

- ✓ Learn the simple steps in the No Pressure Selling® formula that will work for you!
- ✓ Discover easier ways to sell premium solutions that result in higher margins.
- ✓ Receive the indispensable Most Wanted List® and learn how it helps customers sell themselves. (You'll be amazed how well this works!)
- ✓ Learn how easy it is to lock out others by using the Wheel of Value®. (It documents the 4 things your customers want, but your competition can never provide.)
- ✓ Easy ways to deal with "Need to think about it," ... "Price is too high" and "I need another bid." (Your closing ratio will grow and self confidence will skyrocket!)
- ✓ Receive the essential No Pressure Selling® presentation manual that makes presenting benefits simple and easy. This simple presentation that answers customers concerns and makes closing a snap.
- ✓ Learn and master the 2 proven questions that can eliminate over 50% of all objections.

For More Information Call:

**800-515-0034**

or visit

**www.BoomerSelling.com**