



# What's Holding Your Sales Back? *It's Not What you Think!*

### Inviting All:

- VP of Sales, H.R. Executives and Business Owners*
- Seasoned sales pros, mid-level and new sales hires*
- Lawyers, Accountants & Sales-Engineers*
- Non-Profit Fund Raisers & their Financing Executives*
- Anyone who negotiates as part of their job description*

In these highly interactive 3-day workshops the Mission Profitable corporate sales coaches deliver the **80/20 Professional Sales Solution™**

**June 9-11, 2015 at the Beverly Hills Country Club, Los Angeles**  
**June 23-25, 2015 at the offices of BNY Mellon, New York City**



Meet the Coaches: Leonard Atlas & Peter Farkas, Esq. are the authors of the 80/20 Professional Sales Solution. They are active sales pros and corporate trainers with a combined 50 years of experience.

**Meet Peter Farkas**  
[click here to view video](#)

**Meet Leonard Atlas**  
[click here to view video](#)

Here are actual quotes from prior participants:

*"Finally, I could stop my high-pressure sales tricks. Deep down I always hated that approach. Now I know what to do instead and it's working."*

*"Exponential return on investment for time and money spent at the workshop."*

*"It's been a week or so since the workshop and I am already on track to blow through my numbers for the month. Thanks so much."*

*"I've already had two of my sales guys say thank you for the workshop, and 3 others ask, when is the next one? Good job! Let's talk about the next group."*

### Companies that have benefited from our 80/20 Professional Sales Solution





## Here are some of the many strategies we cover:

1. What to say and do on the first-call to immediately get your prospect's attention
2. Critical mistakes to avoid when making appointments
3. How to use LinkedIn as the new cold call
4. Gain buy-in from prospects before ever having made a presentation
5. Completely eradicate being left in "maybe"land
6. Effectively dealing with pricing objections without giving away margins
7. Client Retention secrets revealed
8. Dealing with the age gap in selling
9. The 80/20 Approach to finding the "Vital few worthy prospects"
10. How to conduct The Acid Test early on-Will they buy or not?"
11. Getting your prospect's decision process & criteria upfront
12. Three-Degrees of Separation & 26 Proven Ways to Build Your Business
13. The "No-pressure" close that develops relationships & secures new business
14. Cockroach Marketing in the "Just Google It" world
15. Close more business than your untrained competitors with the 80/20 Rule

- Seating is limited. Consider reserving early to receive early reg. discount
- Three (3) Full Day Workshop Reg. Price \$2,995.00
- Pay by May 22nd for LA or by June 1 for NY and receive \$495.00 off.
- Further corporate discounts available for three or more attendees
- Non-profit fundraisers receive a 25% professional courtesy discount.

### [Learn more about Mission Profitable](#)

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Please complete the appropriate section for LA, NYC or both workshops.

Registration Form for June 9-11, 2015 Beverly Hills Country Club 3084 Motor Ave, LA CA 90064
<b>Company Name</b>
<b>Company Address</b>
<b>Office Phone #</b>
<b># Of attendees coming</b>
<b>Total due: \$</b>
<b>#1 Name</b>
<b>#1 Email</b>
<b>#1 Cell</b>
<b>#2 Name</b>
<b>#2 Email</b>
<b>#2 Cell</b>
<b>#3 Name</b>
<b>#3 Email</b>
<b>#3 Cell</b>

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Registration Form for June 23-25, 2015 NYC offices of BNY Mellon (exact location to be provided)
<b>Company Name</b>
<b>Company Address</b>
<b>Office Phone #</b>
<b># Of attendees coming</b>
<b>Total due: \$</b>
<b>#1 Name</b>
<b>#1 Email</b>
<b>#1 Cell</b>
<b>#2 Name</b>
<b>#2 Email</b>
<b>#2 Cell</b>
<b>#3 Name</b>
<b>#3 Email</b>
<b>#3 Cell</b>

Please print out, complete and return by scan/email or fax to: (917) 710-2468  
 Payments by credit card or check are accepted  
 Confirmation letters will be emailed upon receipt of registration form and payment.  
[www.missionprofitablefarkas.com](http://www.missionprofitablefarkas.com) (917) 710-2468