



ACADEMY
Professional Sales
Development

Become *The Sales Professional*®

A Sales Certification Process For Next Generation Selling

Sales Professionals are eligible for TSP Certification after completing three levels of sales training. Certification is granted by Butler Learning Systems based on over 50 years of sales leadership and backed by hundreds of thousands of Sales Professionals who have proven and verified the effectiveness of the Sales Certification Process. Once certified, *The Sales Professional*® is entitled to all rights and privileges to use the initials "TSP" to designate achieving this certification.

Level 1: Next Generation Selling Successful Habits For The Sales Professional®

Acquire professional selling skills for a lifetime of achieving sales success. Next Generation Selling requires salespeople to master the proven techniques of sales fundamentals in order to sell and serve. It's all about our customers now and not sellers anymore. It takes critical thinking to provide the insight that the customer didn't think about it. Can you create the "mindset" and make the change to buyer-perspective selling?

Level 1 - Two To Three Days With Role-Playing

- Building Relationships
- People Skills, Active Listening & Customer Behaviors
- Time Management & Goal Setting
- Selling Benefits
- Pre-call Planning
- Customer Account Plan/Profile
- Time-tested, Proven Selling Process
- Sell Value Vs. Price
- Turn Objections Into Buying Signals

Level 2: Next Generation Skills For Negotiation-Selling

This program offers advanced selling skills for *The Sales Professional*®. Price sensitivity is not going away as salespeople leave money on the table. Develop real-world, negotiation-selling strategies to protect your margins. Experience this premier negotiation-selling seminar that has been enjoyed by thousands of Sales Professionals and offered exclusively by Butler Learning Systems.

Level 2 - Two Days With Role-Playing

- Understand The Difference Between Negotiation And Negotiation-Selling
- Gain Power & Leverage With A Proven Selling Process
- Offset Customer Buying Teams With Account Selling Teams
- Concession Strategy Is An Art
- Learn Negotiation Strategies To Sell Your Deal
- Continue To Sell Value During Price Discussions
- Flexibility To Achieve WinWin Results
- Use Environment To Shift Power & Leverage
- Counter Buyer Tactics/Ploys With Seller Tactics

The Sales Professional® TSP

Witness this transformation in Next Generation Selling with "TSP" sales certification. Eligibility is based upon successful completion of all three levels. Certification is granted by Butler Learning Systems, based on over 50 years' experience and backed by thousands of Sales Professionals. Once certified, *The Sales Professional*® is entitled to use the initials "TSP" to designate certification and is empowered with all the rights and privileges as a consultative-partner. Butler will keep a permanent record of each person certified and will act as a reference to verify, in writing, the endorsement of this Sales Certification.

TOGETHER we create your
customers' experience



BUTLER
Learning Systems

Level 3: The Sales Professional® Account Management Best Practices

It is time for Sales Professionals to contribute and give back to the selling profession by delivering high-level best practices presentations on account management. Learn about these proven sales strategies from the "Top Performers" in the sales profession. Prerequisites to attend this Sales Summit are Level 1 and Level 2, as well as a "special invitation" from Bob Butler. Join this elite group of Sales Professionals for a lifetime of fellowship and adoration.

Level 3 - Two To Three-Day Sales Summit

- Capture Sales Secrets from "Top Performers"
- Excel in The Critical Sales Activities: Evaluates Accounts, Plans Strategies, Sells Growth, Protects Profits, Reports Actions
- Prospecting New Accounts In Your Sales Funnel
- Grow The Business In key Accounts As The Preferred Partner
- Establish The "Mindshare" & Sustain Relationships Top-Down
- Develop Customer Business Plans
- Commit To The Pledge Of *The Sales Professional®*

Why Sales Certification?

There are many challenges facing all sales forces today...limited access to buyers, less customer loyalty, product complexity and increased customer sophistication. Add to that, obsolete selling systems, inadequate resources and lack of sales leadership, which has created a different selling environment for Next Generation Selling. The power has shifted from the seller to the buyer and buyers are flexing their power in an inordinate way on the sellers. No longer are we pushing a product. Customers have changed, buying needs have changed, creating the transformation of the new Sales Professional.

This new breed of Sales Professional will develop and evolve like other professionals: doctors, lawyers, accountants and engineers. Knowledge and skill development require continuing education and training. All professions have three basic requirements:

1. Education, studies and training in basic principles.
2. A standard licensing or certification process.
3. Professionals are specialized.

Other industries and professions offer certification in a multitude of disciplines. Internally, there are purchasing, quality, HR and technical certifications requiring continuing education to maintain licensing. Externally, there are real estate, insurance, financial planning, cosmetology and a myriad of health services, etc. It is our vision to certify Sales Professionals in a similar fashion to raise the standards of sales excellence. For over 50 years, Butler Learning Systems has trained, educated and certified Sales Professionals by the thousands and will continue to do so for Next Generation Selling. It's an honor and privilege to be recognized as *The Sales Professional®*.

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