



CSP Solution™

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To get big results set big goals!

Improve your gross profit

Marty Miller improved his 111%

Increase sales revenue

Michelle Ryder increased hers 100%

Increase your invoice size

\$5,000 and \$1,800 within one hour

New profitable customers

SEVEN in one week! **See below**

Over 25,000 sales people trained with some amazing testimonials and success stories!

\$5000 IN ONE HOUR!!

"Within an hour after a training session one of my regional managers reported an increase of \$5,000 on a contract he was working on. Another reported an increase in gross profit of \$1,800, ALSO WITHIN AN HOUR AFTER A TRAINING SESSION!"
John Boylan, V.P. Sales, Berks Packing, Reading, PA

"This course opened up many entirely new concepts to me. Every lesson was interesting. Your ability to explore what drives both the customer and the salesperson is spot on. There are thousands of "How To Sell" type books, videos and seminars available but I have never experienced one better than yours."
Crocker Smith (25 year sales veteran)



"I am really enjoying your program and have put to use all your techniques. Here are the results of my 13 week sales and gross profit increase."
Marty Miller, San Antonio, TX

Sales Comparison

90 days following the training	\$412,474
90 days prior to the training	\$337,790
22.1% Increase +	\$74,684

Profit Comparison

90 days following the training	\$80,103
90 days prior to the training	\$37,953
111% Increase +	\$42,150

"The week following your seminar one of our new sales reps opened 7 new accounts! I highly recommend this program."

Robbie Robert, Division President

Old Dogs CAN Learn New Tricks

"Bob, the old dogs never get to old to learn. Yes, more than anything else in my 37 years of sales and marketing, it adjusted my thinking in a lot of areas that over the years bad habits creep into. In addition for using it for new sales reps I will use all of your lessons myself for future business."
Jerry Seaver, Sales Manager, Tulsa, OK

5 Minutes A Day Can Double Your Business

"When I first started with my previous company I had a couple of years in sales, but after going through your 90 day program I felt as if I never had a clue about sales. Since I started this program my sales have **doubled!!**"

Michelle Rider, New Sales Rep, Macon, Georgia

SKYROCKET YOUR SALES!

Only 5 minutes a day required.

Improve your selling skills 52% by investing only 5 minutes a day for 13 weeks!

Learn 13 skills and 90 powerful selling techniques that will result in more sales, more profits, new customers, better contracts and a level of confidence you never thought possible.



This unique system will improve your attitude towards selling and catapult you to success!

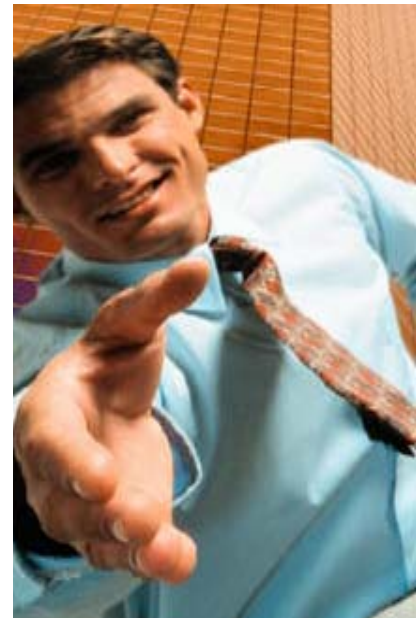
The CSP Solution™ sales training and follow up course will take you step by step to those BIG sales goals you have dreamed about but always seemed out of reach.

NOW is the time to remove the self imposed restrictions and limitations that have held you back! Now is the time to show yourself, your company and your family what you are really capable of accomplishing! Today is your day!



Written by Bob Oros with contributions from his network of thousands of sales professionals located all over the world.

It has never been easier to permanently improve your professional selling skills!



- ~ 90 web pages each containing expanded topic information.
- ~ 90 audio files you can download to your MP3 or play online.
- ~ 600 contributions from expert professional sales people.
- ~ 13 workbooks in PDF files you download and study.
- ~ An assigned person to guide you through the training.
- ~ 2 year reinforcement program that keeps your skills sharp.
- ~ Weekly sales meetings where you discuss each topic.
- ~ *Nothing has been left out.*



Here's how easy the course fits your schedule.

You will receive 13 links, one for each of the 13 weeks. Each section has 7 topics, one for each day. Spend 5 minutes a day reading and internalizing each topic. During the week take a few minutes, download the audio files and read the comments other sales people have made about each topic (there are over 600 throughout the course). Attend a weekly sales meeting with your manager, mentor, or assigned person to discuss the week's topics. Then repeat the process 12 more times.

After you have completed all 13 sections you will be amazed at the improvement in your selling skills. At the end of the first 13 week cycle you will receive your "Certified Sales Professional" certificate, a real confidence booster. Once you have completed the course you will receive an email every week for an additional 80 weeks, which will total 2 years of continuous training. This will have the scientific effect of spaced repetition designed to master the skills necessary to excel in your sales career.

The reason this course is so effective.

The powerful content, the accountability, the encouragement and the live interaction with your colleagues discussing your individual issues. Also, the contributions to each topic made by sales people who have gone through the course - which you are welcome to participate in! Add to that the two years of continuous reinforcement and you have the most effective sales training available from anyone at any price.

Add a seminar for IMMEDIATE results.

The **CSP Solution** sales course will get immediate results when it is combined with a fast paced kick-off motivational seminar to get everyone excited and on the same page. Then as everyone goes through the course your sales will show dramatic incremental increases over the following 13 weeks as the skills and techniques are implemented. This is designed for everyone whether they have 20 months or 20 years sales experience.



Topics covered during the seminar

The objective of the seminar is to thoroughly persuade everyone to buy into the program and provide enough motivation and techniques for an immediate effect.

(Time: 90 minutes to 4 hours depending on time available).

- 1 **Planning** To get big results set big goals
- 2 **Questions** Ask questions that make the sale
- 3 **Value** Make every call an irresistible offer
- 4 **Presentation** Give reasons why they should buy
- 5 **Objections** Remove every roadblock to the sale
- 6 **Closing** Ask for the order and get paid
- 7 **Follow up** Remove all hope for competitors
- 8 **Attitude** Don't let people push you around
- 9 **Respect** Earn respect by being an expert
- 10 **Service** Help customers build their business
- 11 **Urgency** Be enthusiastic get things done now
- 12 **Confidence** Remove restrictions and limitations
- 13 **Persistence** Keep going and never give up



Topics covered during the 13 week course

- 1 Why most sales people fail and the one simple piece of information that will make you a success?
- 2 The most important sale you have to make and a very important but nearly unknown technique for making it.
- 3 Why most motivation programs fail and the key that will keep you fired up?
- 4 Two timelines that will benchmark your sales career and help put your persistence in high gear.
- 5 The key to turning all your problems into business and career building opportunities.
- 6 What is the one key that will practically guarantee your success in sales?
- 7 What is the single best way to build credibility with your customers resulting in more sales?

- 8 What is the most effective way to differentiate yourself from your competitors?
- 9 How can you build a sincere personal relationship with every customer?
- 10 What is the single biggest reason you lose business and how can you prevent it from happening?
- 11 What is the one common denominator you can use that will sell every prospect?
- 12 How can you build your mental toughness to be able to withstand almost any rejection?
- 13 What is the one thing that will keep you persistent when everything tells you to quit?
- 14 What is a guaranteed process for opening 100% of the new accounts you target?

- 15 What is a fool proof way for setting, measuring and reaching your goals?
- 16 What is the fastest and most effective method for increasing your product knowledge?
- 17 What is a way of responding to a customer request that will cement your future business?
- 18 How do you get people interested in what you are selling without using hype?
- 19 How do you overcome the feeling of worry and insecurity when selling on commission?
- 20 How you can increase your sales by making a small but crucial adjustment in your attitude.
- 21 Learn to duplicate the secret all successful companies use to increase sales on their most profitable products.



EASY AND FUN TO FACILITATE

The course is a facilitator's dream. All you have to do is have each person present their views on the 7 assigned topics for the week. Plus, as the facilitator you will be amazed at the ideas and concepts YOU will learn!



- 22 The one simple technique that will show you how to increase the value on every product you sell.
- 23 How to make yourself more trustworthy and believable when presenting your products.
- 24 The one single response you can use to stop the customer in their tracks when they are shocked at your price.
- 25 How to make your presentation when you are unable to talk to the decision maker.
- 26 How to set up your presentation so it will be very difficult for the customer to ask for a discount.
- 27 A seven word phrase that when used correctly will make you and save you more money than you ever thought possible.
- 28 The secret Abraham Lincoln used that enabled him to overcome every objection and win nearly every case.

- 29 One simple word that will position you and your customer against your competition.
- 30 Thomas Edison used this strategy to get five times more for an invention he was selling.
- 31 If everyone is always beating you up on price you are making this common mistake.
- 32 By making one small change in the way you present new products you will increase your add on sales by 50%.
- 33 One technique you can use when giving a price reduction that can actually increase your gross profit.
- 34 A technique used by price buyers that can drastically cut your gross profit if you are caught off guard.
- 35 How to avoid falling into the trap when a customer brackets your price.

- 36 What is the single most important premise a customer bases their decisions on?
- 37 A powerful management principle everyone uses that can help you sell even the toughest customers.
- 38 How a small change in focus can make your customers more friendly and receptive to your ideas.
- 39 How to use a technique that Thomas Edison used to sell every one of his inventions.
- 40 A year long study with 100 companies revealed this extremely valuable skill all their top sales people were using resulting in huge sales.
- 41 How do you get customers to change when they can get the exact same quality, service and price from a competitor?
- 42 How do you set up your presentation so customers always go with you over a competitor?



CERTIFIED SALES PROFESSIONAL

The course includes a certificate "Certified Sales Professional" and CSP designation after their name on their business card. Surprising what that will do for their self image. They already know they are good, this will give them the credentials.



- 43 Seventy eight percent of all sales people do not invest enough effort in this simple skill that can double call effectiveness.
 - 44 The one point of difference that positions you as just another sales person or as a consultant.
 - 45 Why 90% of all sales are lost in the first 10 seconds of the sales call.
 - 46 If you are finding the needs of your customers and simply filling those needs, don't be surprised when you are replaced by a competitor.
 - 47 If you are having trouble overcoming objections it is because you don't know this TRUTH about objections.
 - 48 There is only one perfect way to start your close and only one question you need to ask to get the sale.
 - 49 Know this truth about follow up and customers will want to buy again and again.
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- 50 A set of numbers you MUST know and embrace in order to achieve a huge bank account.
 - 51 It is imperative that you have the answer to these seven questions BEFORE you design your presentation.
 - 52 How to use five factors to maximize the most important selling point you have - your price.
 - 53 What is the underlying message your price is sending to your customer?
 - 54 The one skill that EVERY successful sales person has mastered.
 - 55 What is the most effective method for rising above your competitors?
 - 56 The answer to this question can help you sell and market with laser focus.
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- 57 How to duplicate a skill used by a highly successful doctor to dramatically increase your results.
 - 58 A simple strategy used by a top sales person that made him welcome everywhere he went.
 - 59 What is the most powerful technique for getting the customer to have confidence in you.
 - 60 If your customers are treating you like a doormat you are guilty of this fatal mistake.
 - 61 What one crucial moment during the sales process determines the life or death of the sale?
 - 62 What is the mental process you should go through before the sales call?
 - 63 What is the fastest way to build rapport and reduce buyer/seller tension?



- 64 What is the best way to nudge the sale in your favor with a hesitant customer?
- 65 How to break the trance your customers are in caused by marketing overload.
- 66 How to apply a powerful concept used by insurance companies, lawyers and politicians.
- 67 The secret of getting in step with your customer and becoming an assistant buyer.
- 68 Use this technique and the buyer will instantly take possession of the product.
- 69 How a technique used by comedians can make your presentation more powerful.
- 70 There are hundreds of closing techniques and here is why nearly non of them work.
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- 71 What do you do when a customer hits you with objection after objection?
- 72 How can you sell your customer an insurance policy against failure?
- 73 Harvard University found this to be the most powerful motivator in the world.
- 74 What is the most effective technique for overcoming telephone call reluctance?
- 75 How to let the customer believe they accomplished their objective of putting you on the defensive.
- 76 Why is it sometimes a good idea to agree with an objection?
- 77 What is the most powerful way to deal with a customer who is only interested in price?
- 78 Why a customer is disappointed when a sales person doesn't ask them to buy.
- 79 What is the next step in the sales process after the customer is qualified to buy?
- 80 What is the biggest mistake 97% of sales people make after they ask for the order?
- 81 What is the number one reason 70% of all sales people cut their price before they are asked?
- 82 What are the five important steps that are used to open nearly every new account?
- 83 What is an important selling concept that will take all the risk out of the selling process?
- 84 The importance of understanding the difference between selling on specifics and selling on generalities.
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- 85 How to use silence as one of your most valuable and important selling strategies.
- 86 Once you have reached a certain level of success it is easy for this mistake to creep in and cause your downfall.
- 87 Many people believe that selling is a natural skill and people are born with it - are they correct?
- 88 There are seven things that buyers want and you will be light years ahead if you know what they are.
- 89 Do you believe there are certain times of the year that your sales are slow and you cannot sell?
- 90 What was the most successful self development program ever invented and how does it work?

