

# Find More Customers Close More Sales Make More Money

**Learn Streetfighter Selling... online! An incredible 8-week newspaper advertising sales course including skill tests and ongoing trainer feedback:**

- » Sell to coupon advertisers and prospects who want to 'test' the paper
- » Uncover hidden roadblocks to closing and measurably improve closing ratios
- » Manage time and territory using e-mail and voice mail more effectively
- » Uncover customer-defined value and create deeper relationships
- » Learn five strategies to provide Extreme Customer Service
- » Discover deeper needs through better questioning
- » Powerfully position themselves with 'price' buyers
- » Pre-qualify prospects on potential and probability
- » Set (and achieve) measurable goals
- » Manage the Complex Sale

“Very valuable... will use Internet sites and sales training ideas.”  
“My sales staff will love the concept.”  
“Came home with new ideas that I can apply immediately.”

Advertising Management  
Roundtable Participants

“Difficult topics have been well-covered with the series.”  
“Easy to follow and relevant material.”

Online Training Participants



**Online study at your own pace and convenience.**

***Each unit includes:***

- ✓ Real-life case studies
- ✓ A self-paced discussion forum
- ✓ Ongoing skill-development assessments
- ✓ Online workbook materials and usage forms
- ✓ *PLUS, regular feedback and interaction with sales trainer Joe Guertin*

**Next Course Begins Soon  
Call Today for Details**

**The  
Guertin  
Group**

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**Helping salespeople become *STREETFIGHTERS***

