

Free Sales Fuel Workshop

To help fight these economic doldrums, SalesCircuit has put together a free full-day, 3-part sales workshop designed to help you get better yield from your selling efforts. We have invited three of our respected partners to deliver these insightful sessions for sales leaders.

The Right Positioning

Many sales professionals are struggling to make headway in this economy. Prospects are cautious and almost all industries have become extremely competitive overnight. To stay competitive, you must position your company correctly, say the right things, reach the right people, and focus on the needs of your clients. This session will focus on the value of properly constructed positioning statements that will help your people gain access to more opportunities and improve their success rates once in the door.

Sponsored by **Kurlan & Associates**. Kurlan has been helping companies build and improve sales organizations for 25 years. The firm offers a comprehensive scope of services to help facilitate change and drastically improve sales organizations. Their training programs are unique and custom created for every client they work with. The focus is on developing the person, the systems, and the processes in order to achieve some of the most reliable results in the industry. www.kurlanassociates.com

The Right Data

In this market it is critical not to miss any selling opportunities. In this two hour session, experts will look at how you use the information from your CRM/SFA system to analyze your sales efforts and outcomes. By asking the right questions and having the right data available to review you can often increase sales while decreasing selling costs.

Sponsored by **Harvest Solutions**. Harvest Solutions builds and launches CRM systems that help you analyze your customers and opportunities, follow fast moving trends and identify and strengthen successful marketing programs. Harvest Solutions is a certified business partner for salesforce.com and Microsoft Dynamics CRM. For more information, please visit <http://www.harvestsolutions.net> or call (781) 530-3736 x101.

The Right People

Once you are focused on the right messaging and the right tasks, you must ensure you have the best team on the field. Down markets provide a fantastic opportunity to upgrade your sales team. MindCircuit is offering a two-hour session with sales and sales operations management to discuss ways to motivate your key players, ease out your underperformers, and hire the best talent from your competition.

Sponsored by **MindCircuit**, a leading recruiter of IT software and services sales and customer facing consultants. Since 2005 MindCircuit has placed over 1,000 professionals for both brand name and emerging companies including: Cognos, IBM, Teradata, Sapient, Wipro, Virtusa, CSC, Sungard & Fujitsu. www.mindcircuit.com