

Jim Doyle's Sales Managers High Performance Boot Camp:

Leading in a New Economy

There are very few investments with a higher ROI that YOU could make as a sales manager than continuing to grow in your leadership abilities.

Obviously many managers agree with that statement. Our January 2011 Sales Managers Boot Camp, *Leading in a New Economy*, is already more than 50% sold out and we've only begun to let people know about it.

How good is this program? One TV group executive monitored a session a few years ago. By noon of the second day, the group had signed up 19 sales managers for the next Boot Camp we were doing. A whole bunch of previous attendees are coming back for this session. And that makes sense... because 70% of the content at this session will be completely different from anything in the past.

Why have we taken a session with rave reviews and blown it up? Frankly, it's because the world in which we now lead is much different than it was just 3 years ago. We'll be talking about real-world things like:

- **How to find time to lead in a 200-email day.**
- **Making sure new product launches are successful.**
- **Forget motivating your team...how do you motivate yourself?**
- **It can't ALL be important. How to determine which sales projects you have to win and which you need to focus your team's attention on.**
- **How to deal with the experienced AE who doesn't want to change.**
- **Why BUDGET can't be the only way you evaluate AE's. (But what should be your standards?)**
- **And of course, how to build, lead, and motivate a HIGH performing sales team.**

For managers who attend, I promise it will lead to action and will help good managers get better. But what's the biggest reason to consider this? It's because becoming a better leader is the absolute KEY to increased sales staff performance. One of my favorite lines says it all:

When a ship misses the harbor, it's seldom the harbor's fault.

There will be no golf tournament. Most people soon discover there's a reason this is called a BOOT CAMP. It's an investment that will make a difference in your 2011 revenues. To register, fill out the registration form below or call our office at 941-926-SELL (7355) for group discounts on 2 or more.

*Jim's note: If you're a group leader or GM and are sending one of your managers, I'd encourage you to send your already great or developing ones. **Don't bother with the rescue missions.** I've learned that the people who will take this information and run are the stars and the potential stars. It's probably better to **starve weakness and feed strength.***

And, here's another cool idea. A couple of companies are considering bringing all their sales managers and combining it with a company meeting.

Don't be left out



Jim Doyle
and
Associates

Jim Doyle's Sales Managers High Performance Boot Camp:

Leading in a New Economy

Seats are limited. Sign up now!

**Featuring powerful outside Speakers and real-life,
real-world Answers to:**

- Take the risk out of hiring using our interview techniques.
- The secrets to motivating and keeping your salespeople accountable.
- The way to reach the experienced veteran who knows it all and doesn't want to change.
- Things you can do as an effective leader to create performance-driven teams.
- The special skills that new sales managers need.

No BS. No Theory. Just totally real-world techniques guaranteed to grow your business!

\$2295 per person – tuition includes breakfast and lunch for three days and all materials.

Call now to reserve your place: 941-926-SELL (7355) or fax back this form to: 941-925-1114

For information on group discounts, call Tom Conway or Elizabeth Barrett at 941-926-SELL.

January 30 - February 1, 2011

Renaissance Tampa International Plaza Hotel

- Please secure my seat for \$2295.
- I'm a Leaders Edge member. Sign me up for only \$1995.
- Please also check one of the following:**
- My check follows for \$500, non-refundable deposit, balance to be paid prior to or on arrival.
- Please charge my credit card for \$500, non-refundable deposit, balance to be charged the week prior to the program.

Total: \$ _____ Balance due: \$ _____

Name _____ Title _____

Company _____ Email _____

Address _____

City _____ St _____ Zip _____

Telephone _____ Fax _____

CR.Card: # _____ Exp _____

Name on Card _____

Signature _____

Fax Back!

941-925-1114