



BECOME A BETTER SALES REP.



SalesRepRadio TO-GO is a monthly audio magazine designed exclusively for sales reps *and* sales managers.

Available on CD or instant MP3 download, it's loaded with timely sales advice from North America's top sales training professionals. That's right - the same experts your company pays thousands for live training are brought together every month on one disc for an informative, educational and motivational talk radio-style interview.

At least sixty minutes of "**Inspiration On-Demand**" every month!

March 2006

1 Maintaining Sales Consistency

Andrea Sittig-Rolf

Learn how to avoid those sales peaks and valleys by scheduling time with yourself!

2 Powerful Negotiations

Michael Schatzki

Discover the secret to being a better negotiator by getting into the customer's head.

3 Sales Horror Stories

Dan Seidman

Our monthly look at real-life sales mishaps and the lessons to learn from them.

4 Ten Minutes At The Executive Level

Hans Horstik

Find out why the National Accounts Manager of DeVilbiss Auto Refinishing puts so much emphasis on understanding the customer's objectives.

5 Ask The Expert

Judi Baker-Neufeld

Bryan R. want to know how to be more effective at trade shows. Trade show expert Judi Baker-Neufeld offers up some quick tips you can use right away.

6 Think Like Your Customer

Bill Stinnett

In today's world of competitive selling, having insight into your customer's needs and wants can be the most powerful weapon you have. Learn the secrets here.

7 Branding Your Sales Force

Joe Heller

When the customer's first impression of your company is their meeting with you, the Sales Rep, it may be the most important component in the sales cycle. Learn Joe Heller's secrets to making the most of your brand.