



**CRI** [www.criuniversity.com](http://www.criuniversity.com)

## DEVELOPING A SALES WINNER

*A fast-paced, informative webinar– presented WITH OUR COMPLIMENTS*

David Tyson and Milt Cotter have partnered to bring you “The Key to Winning”: tips on how to attract a SALES SUPERSTAR by screening applicants, bringing them on board, and training them to be highly successful.

CEO’s, Co-Owners, GMs, VP of Sales, VP of HR and anyone dealing with hiring and training individuals can learn how to develop sales superstars. The salespeople, in turn, will be more prepared in performing the job and the company as a whole can benefit from their success through the tactics and methods explained to become the Sales Winner your company needs.

### WEBINAR CONTENT

The first half is led by CRI’s CEO Milt Cotter who will explain how attracting the right people as applicants and identifying whether they are a good fit as a salesperson is crucial in establishing a foundation for a Sales Winner – as well as ways on how to do it.

- Attracting Winners: Using the resources available to attract qualified applicants
- Identify whether the applicant is a good fit for the position
- Compensation is important

Sales Trac’s CEO/President David Tyson then leads the second half-addressing ways to improve selling tactics, develop the sales force, and drive sales once a winning candidate is selected.

- Improve your BAT-ting average – Behavior, Attitude, and Technique
- Sandler’s rule: “People will only perform in a manner consistent with their self concept.”
- Four undeniable truths
- Stay on the “right side” of the trouble line

*To register online please visit [www.criuniversity.com](http://www.criuniversity.com)*