

Overview of the 100% Club



Creating Sales Management Excellence

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INTRODUCTION



Thank you for your interest in my 100% Club. This club is named after the honor that IBM bestowed upon its top-performing salespeople and sales managers. I am proud of the fact that, during my tenure at IBM, I achieved nine consecutive 100% Clubs. This is an updated version of that honor. More than just a reward trip, I will teach you how to achieve 100% of your goals, 100% of the time!

This eight-week-long program has something for everybody. I've got tracks for sales novices, advanced salespeople, channel managers, solepreneurs, sales managers, as well as owners and CEOs. The program is delivered in weekly installments, over the web. In between classes, I will act as your personal coach to help you implement my lessons and achieve your goals.

The foundation of the program is our Results-Oriented Selling methodology, combined with spectacular sales management strategies and the all-powerful Closed-Loop Marketing concepts. As a result of participating in the 100% Club, you can anticipate a 36% increase in your year-to-year sales. Bottom lines should improve 20-25%! More importantly, your stress regarding achieving personal and/or corporate financial goals will evaporate.

Don't miss this opportunity to give yourself a permanent competitive advantage. Pundits have said that the very best investment you can make is in yourself. You'll be surprised at how small the financial investment is in this dynamic program. During the past thirty-two years, I have consulted to and/or coached over 5,000 business-to-business sales forces. The "secret sauce" of success in the top performers in all of those markets has been distilled into eight weekly sessions.

I look forward to talking to you further about this program.

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PROGRAM OVERVIEW

I have been on a one-man crusade for the past thirty-two years to distill the most effective sales improvement techniques into an easy-deliver, affordable coaching vehicle. The time has come for me to unveil this dynamic new sales improvement process. I began working on this a few years after I started my business; that was back in the mid '80s. At that time, I discovered that the sales process utilized by most business-to-business sales forces was first documented in 1873!

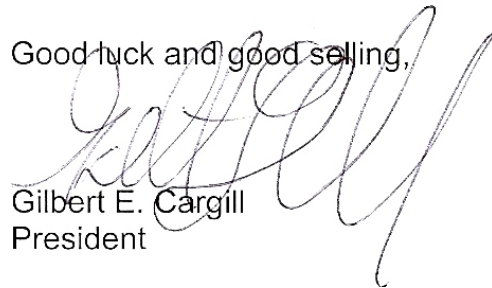
During the course of our program, you'll learn how to implement new, more effective sales, sales management and marketing processes. You'll have access to me, via the telephone and/or web, for individual coaching sessions in addition to group coaching sessions. I recognize that you might not be able to make every scheduled session. That's why we will record all of them and forward the recordings to you.

Moreover, I know that taking new concepts and implementing them in your day-to-day business activity can be a challenge. That's why you'll receive implementation templates along with every lesson. Don't struggle writing a sales letter; you'll receive samples. Just modify them for your work. The same goes for telemarketing scripts. Literally, everything I'll teach is designed to be implemented immediately.

Most importantly, don't confuse this with traditional sales training. The problem isn't sales training; the problem is the sales process. I'll show you how to implement more effective selling processes, which will produce a 36% increase in your top line and will give you the peace of mind that comes from knowing that your future income and/or revenue is mathematically predictable based on current activity levels.

Don't let yourself be one of the salespeople and/or organizations that's left behind utilizing sales techniques that were first documented in the 19th Century. As always, I wish you...

Good luck and good selling,



Gilbert E. Cargill
President

P.S. Don't forget: **It's not the people, it's the process.**

EXTRA-CREDIT WEBINARS

All enrollees in the 100% Club can attend any or all of the following extra-credit webinars, at their convenience... **no extra charge!**

- **Selling With, Not Against, Your Channel:** This program teaches sales professionals how to build and manage profitable relationships with distributors, dealers, manufacturer's reps, agents, etc.
- **The Pitfalls & Pratfalls of Sales Automation:** Sales automation technologies have yet to produce on their promise of increased productivity and profitability. Some research indicates that less than 20% of the implementations are producing satisfactory results. I'll show you how to avoid this problem and how to get the results you paid for.
- **How to Write Sales Letters & Scripts That Sell:** You'll learn how to put killer copy together that will get your prospects to respond.
- **Mastering Distance-Selling:** Today's sales force needs to sell effectively over larger distances than ever before. In this session, you'll learn how to implement the powerful Sales 2.0 tools into your personal selling process.
- **Organizing & Conducting Prospecting Webinars:** This powerful technique can be implemented by an individual salesperson or by the company. Regardless of the implementation, this is one way to give yourself or your team a nonstop flow of sales-ready leads.
- **Mapping & Managing Large Accounts:** This program combines the philosophy of agenda-based selling and the need to manage multiple relationships in large accounts.
- **Your Altitude Drives Your Attitude:** This module teaches the proven motivational techniques employed by the famous Tuskegee Airmen. This is the group of fighter pilots that flew over 15,000 missions during World War II without a single loss! You'll learn how your attitude impacts your sales "altitude".

PROGRAM INVESTMENT

On Line Membership..... \$695.00/mo..

Month to month enrollment, thirty day written termination notice required.

PROGRAM SCHEDULE

Results-Oriented Selling

- Week 1 – Planning for Success / Tools for the Salesperson
- Week 2 – Understanding Change / Understanding the Sales Cycle
- Week 3 – Sales Communications / Prospecting
- Week 4 – Activation / The First Call
- Week 5 – Data Collection / Writing Proposals That Sell
- Week 6 – Demonstrations & Presentations / How to Close
- Week 7 – Selling Services & Training / Selling Through Seminars
- Week 8 – Negotiating / Managing Your Time

Agenda-Based Selling

- Module 1– Understanding and Aligning the Agendas of the Seller, the Buyer, the Buyer's Employer and the Seller's Employer
- Module 2– Building Cost-Justification Arguments
- Module 3– Agenda-Based Prospecting
- Module 4– Conducting...
- Module 5– Writing Cost-Justification Proposals
- Module 6– Advanced Negotiation Techniques
- Module 7– Generating Referrals
- Module 8– Self-Management Strategies for Success

Sales Management Training

- Module 1– **The Manager as Coach:** This vital skill is overlooked by many managers. You'll learn how to coach your people to optimize their performance.
- Module 2– **Setting Activity Objectives:**
- Module 3– **Managing Marginal Performers:**
- Module 4– **Setting Results Objectives:**
- Module 5– **Activity Reporting:** What should be reported, how it should be interpreted, and why this is vital for your team's success.
- Module 6– **Obtaining Funnel Vision:** In this module, you'll learn how to set "rules of engagement" which will produce consistent, predictable and profitable forecasts. Eliminate the month-end surprises by controlling the manner in which opportunities are forecasted.
- Module 7– **Recruiting & Hiring a Sales Force That Sells Profitably:** In this module, you'll learn how to avoid the \$500,000 mistake that is generated when salespeople are hired utilizing improper techniques. You'll learn how to implement our trademarked Sales Simulation Interviewing™ process.
- Module 8– **Sales Planning:** You and all members of your team need to have a written sales plan that is reviewed every quarter. You'll learn how to build that plan and how to implement it.
- Module 9– **Conducting Sales Practice:** Turn your sales meetings into meaningful, developmental activity. Conduct sales practice.

PROGRAM SCHEDULE

Owner/CEO Training

- Module 1– **Diagnosing Your Sales Process:** This module teaches you to diagnose the sales productivity obstacles that exist in all sales forces.
- Module 2– **Training Non-Sales but Customer-Facing Employees:** Anyone who has the ability to talk to a customer must have the right words to say. They must understand their role in the sales acceleration process.
- Module 3– **Writing Scripts:** All salespeople (inside and out) must have a set of scripts to work from, in order to consistently present value and continue the reinforcement of your organization's value proposition.
- Module 4– **Optimizing Your Website:** Is your website a cyberspace page-turner, or does it produce a nonstop flow of sales-ready leads? Most websites dramatically underperform and become a disappointment for senior management. Most senior managers pay too much for their web activity. We'll provide you with a complimentary diagnosis of your website and show you how to optimize it.
- Module 5– Building Compensation Plans That Produce Profitable Results for the Company and Impressive W-2s for the Salesperson:
- Module 6– **Building and Deploying Predictable and Manageable Sales Processes:**
- Module 7– **Tradeshaw Selling:** Fully 87% of tradeshow leads are never pursued. Learn how to pre-sell your tradeshow, optimize traffic and success in the booth and, most importantly, follow up on leads.
- Module 8– **Building a Business Development Center:** Learn how to implement the powerful and proven tool of closed-loop marketing to nurture your leads.
- Module 9– **Building a Marketing Plan:** Don't leave marketing up to a haphazard good-luck philosophy. This module will show you how to get a predictable ROI on your marketing efforts and dollars.

We will modify the order of events to accommodate your unique needs.

FREQUENTLY ASKED QUESTIONS

- **Is there a specific start date?** No; our programs are all open enrollment. You can start at any time. Each module is a stand-alone lesson.
- **Who will conduct the webinars?** All of the training and one-on-one coaching is provided by Gil Cargill.
- **What happens if I can't attend a session?** No problem, as we record all of the sessions and will forward recordings to you.
- **What kind of equipment do I need to participate?** All you need is web access and a telephone.
- **Are questions allowed during the session?** Yes; we encourage you to ask questions to gain clarity on any point discussed during the session.
- **How do I know which track to enroll in?** That's a great question. If you have a doubt, feel free to call us and we'll discuss the track that fits your needs best.

GIL CARGILL PROFILE

After concluding a spectacular sales and management career at IBM, in which he led his sales team from a dead last rating among 220 branch offices to first place in less than a year, Gil Cargill launched his own consulting practice in 1978. Cargill Consulting Group, Inc. was built on the same strategies that produced Cargill's outstanding sales results at IBM.



Cargill has spent the past thirty-two years as a consultant, speaker, and trainer helping thousands of businesses achieve dramatic and permanent improvements in sales productivity. Cargill has taught salespeople across diverse industries the importance of developing sales processes, the advantages of implementing new technology, and the benefits of tracking sales performance.

Cargill has been a frequent speaker at national conventions and a consultant to thousands of small-to-medium, growing companies that rely on business-to-business selling. In 1996, Sales & Marketing Management magazine named Cargill one of the "Top Six Speakers in the Country", and Successful Meetings magazine listed him as one of the "Hot 25 Speakers to Watch For". In 2009, Sales Lead Management Association (SLMA) voted Gil Cargill one of the "50 Most Influential People in Sales Lead Management". Cargill has received numerous other awards/recognitions and is frequently quoted in leading sales and sales management publications.

Thirty-two years of success in both sales consulting and sales training is proof that Cargill's style of delivering information and defining proven sales processes has helped his audiences understand that there are better, more profitable ways to perform their sales tasks. Cargill Consulting Group, the consulting practice that Cargill launched in 1978, is now a sales outsourcing company that helps clients by serving as their de facto sales force and/or sales management team, and the response to this new service has been remarkable.

***If you want to put your competitors out of business,
Gil Cargill is the sales coach for you.***