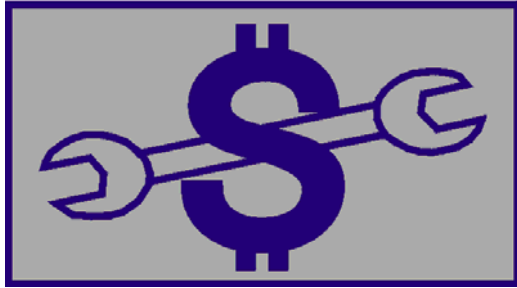


# Sales Management Seminar – April 22nd

## Topic: *Essentials for Employing Salespeople*

Dave Bilbrey Presents:

# SALES MECHANICS



## Sales Skills Series Building a Sales Staff

*What to do and how to do it*

Everything you need to know about employing salespeople

- Avoid getting burned by making fundamental mistakes

Employing salespeople is a challenge

- Do it right and enjoy the rewards
- Do it wrong and pay a dear price

### The Seminar and Workshop

Date: April 22, 2008

Location:

#### **Plain-English CRM Solutions**

30801 Barrington, Suite 100  
Madison Heights, MI 48071  
(248) 399-8524

Registration: 8:30 AM

(Continental Breakfast Served)

Presentation: 9:00 AM – 11:00 AM

Tuition: \$175.00

Includes:

- Dave's book "Born to Sell"
- Seminar Workbook
- Subscription to Dave's Sales Skills Newsletter
- One hour of private consultation

### Who Should Attend?

- Senior Salespeople
- Sales Managers
- Business Owners - Executives

### Agenda:

1. Salespeople - They are different
2. The ABC's of selling
3. Sales compensation plans
4. Job descriptions – Setting expectations
5. Recruiting strategies
6. Evaluating candidates – hiring
7. Tools of the salesperson
8. Training programs
9. Managing and measuring salespeople
10. Rewarding success
11. Terminating failure
12. Sales management miscellany

### About Dave Bilbrey



[www.davebilbrey.com](http://www.davebilbrey.com)

With more than three decades of front line experience in the field, Dave has earned success along with national recognition for his achievements. Dave has trained and mentored hundreds of sales professionals during his career and is thrilled to bring his street savvy ideas, tips, strategies and experiences to the public through his *Sales Skills and Sales Management Seminar and Workshop* series.

**Dave Bilbrey**  
DBC Systems, Inc  
18530 Mack Avenue, #237  
Grosse Pointe, MI 48236  
(313) 598-8116 Direct  
E-mail: [dbil@dbcsys.com](mailto:dbil@dbcsys.com)

**Call, write or e-mail to Register: (313) 598-8116 or (248) 399-8524**  
**Seating Limited**