

# YOUR FUTURE BEGINS NOW

ACHIEVE MAXIMUM SALES PERFORMANCE!

**Selling**  
FROM THE  
**INSIDEOUT**



*"Selling From the Inside Out gave me insight into the buyer's perspective and how to approach difficult situations. It was invaluable to sit in class with several marketing buyers and exchange thoughts and ideas with them."*

— Katie Petermann, WPMT Fox43

*"Selling From The Inside Out was a worthwhile investment for our company. It taught our sales team valuable principles on developing strong sales skills and building successful business relationships. I would strongly recommend and encourage anyone who wants to improve their sales techniques and reach their sales potential to invest in this program."*

— Dale Leaman, QCCI

**Selling From The Inside Out** is a Values-Driven Solutions based sales training program that equips you and your sales team to build relationships, stay a step ahead of your competition and achieve sales performance like never before.

Throughout this 7-week program, we comprehensively examine and reinforce the following:

- The Sales Process
- Sales Leadership & Management
- Goal Setting & Achievement
- Converting Prospects Into Customers
- Relationship Development & Needs Analysis
- Selling Different People Differently (D-i-S-C)
- Completing the Sales Process

During each exciting and dynamic 3-hour module, we employ interactive learning techniques that actively engage you for your maximum learning and skill development.

We invite you to join our diverse group of energetic sales professionals

**Friday Mornings**  
**January 15 through February 26, 2010**  
**7:30 a.m. - 10:30 a.m.**  
**7:00 - 7:30 Breakfast Available**  
**Eden Resort & Suites, Lancaster, PA**

Cost is \$895 per participant.

To reserve your seat, contact Barbi Cottingham  
at: [barbi@lauraschanz.com](mailto:barbi@lauraschanz.com)  
or register online at: [www.lauraschanz.com](http://www.lauraschanz.com)  
or by phone at: 717-390-9950

**L A U R A S C H A N Z**  
CONSULTING ASSOCIATES

1576 LITITZ PIKE, LANCASTER PA 17601-6511  
T: 717 390 9950 F: 717 390 9952 [WWW.LAURASCHANZ.COM](http://WWW.LAURASCHANZ.COM)

# 2010 PROGRAM SCHEDULE AND CONTENT OVERVIEW



Friday Mornings  
7:30 a.m. - 10:30 a.m.



#### TOPICS INCLUDE:

- 1 The Sales Process
- 2 Sales Leadership & Management
- 3 Goal Setting & Achievement
- 4 Converting Prospects Into Customers
- 5 Relationship Development & Needs Analysis
- 6 Selling Different People Differently (D-I-S-C)
- 7 Completing The Sales Process

Ask us how we can customize  
**SELLING FROM THE INSIDE OUT**  
to meet your organization's  
unique sales training needs and  
achieve maximum sales performance!

#### 2010 CLASSES

##### CLASS #1: JANUARY - FEBRUARY 2010

Location: **Eden Resort & Suites,  
Lancaster, PA**

Dates: January 15, 22 and 29  
February 5, 12, 19 and 26

##### CLASS #2: APRIL - MAY 2010

Location: **Eden Resort & Suites,  
Lancaster, PA**

Dates: April 9, 16, 23 and 30  
May 7, 14, and 21

##### CLASS #3: JULY - AUGUST 2010

Location: **To Be Determined**

Dates: July 16, 23 and 30  
August 6, 13, 20 and 27

##### CLASS #4: OCTOBER - NOVEMBER 2010

Location: **To Be Determined**

Dates: October 8, 15, 22 and 29  
November 5, 12 and 19

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