



Steve Johns

***The Creator of the  
High-Performance  
Selling System Invites  
Your Team To  
Learn...***

***How to Close New  
Business That You Can  
Take To The Bank... On  
The First Call!***

Dear Colleague:

As you well know, getting into sales is relatively easy. It's **consistently closing good business** that's tough. Your sales people need all the help they can get. They depend on you to bring them quality educational programming.

But not just any program.

Over the past 12 years, I have conducted seminars and workshops throughout the country, as well as, in-house sales training classes for organizations and associations of all sizes

Recently I conducted classes for the Denver Council of Professional Remodelors and NARI Greater Dallas here is just some of the feedback we received:

*"Today, I attended a seminar by sales trainer, Steve Johns. his approach to sales, in a nutshell, and I apologize to Steve is "Sell them the solution, not just the sizzle." Steve, I quickly discovered, is a generous and gracious teacher. - listen actively and build a solution to their concerns, but he showed me techniques - in spades. I will sing his praises and get him back here whenever we can. I heartily recommend Steve to all of you."*

Dave Mathews, CGR, CAPS  
Churchill Construction

*"Steve's passion about sales gives him the edge! He is honest, direct and has given the ideas and tools I need to increase my sales. Thanks Steve!"*

Erik Listou, CGR  
Top Quality Remodeling

*"On behalf of NARI Greater Dallas, I would like to thank you. All that attended your sales training seminar had positive comments and were glad they attended. Your 'solution-based' sales approach was a refreshing change from other sales seminars that I have attended in previous years. I hope to work together again on future seminars with you."*

Paul Zuch, CR, CGB  
Capital Improvements

If you're looking for a results-getting program that will help your team consistently close new business on the first call that you can take to the bank, then High-Performance Selling is for you.

I look forward to working with your group in the near future. If you have any questions, need additional information, or to book a program call me toll free 1-866-730-7355 or e-mail me [steve@sellemup.com](mailto:steve@sellemup.com).

Respectfully,,



Steve Johns

# **Questions You Probably Have**

- **Who is Steve Johns?**
- **What are the benefits of a program?**
- **What programs are available?**
- **How much does it cost?**

# "Why Salespeople and Business Owners Are Closing More Sales Because of This Man"



**Steve Johns**

Before we go any further, let me tell you a bit about myself...

Unlike some trainers out there, I've actually been in the trenches and practiced what I preach.

In fact, during my 25 + years in sales, I have:

- *Personally sold more than \$30,000,000 worth of products and services.*
- *Been the # 1 salesperson in five different companies.*
- *Been the Sales Manager, Trainer, and General Manager for Multi-Million Dollar organizations.*
- *Owned and managed several businesses.*
- *Sold person to person, business-to-business, wholesale and retail, with both products and services... always on straight commission!*
- *Run both direct and retail sales teams.*
- *Helped struggling salespeople become highly successful.*
- *Turned previously under performing teams into hard-charging sales pros.*

# **Who is Steve Johns...**

## **And Why Should I Listen to Him?**

***“Achievement is a direct result of ones efforts, both on an individual basis and collectively as a team or a company environment. By improving your performance you can’t help but to improve your results!”***

Steve Johns is not your typical sales trainer. The principles, strategies and techniques he teaches come from "on-the-street" experience. Selling is his passion, and he's made a very good living at it for over twenty years. Having personally sold \$30,000,000 in products and services, Steve knows what it takes to become a successful salesperson.

Steve breaks the traditional rules of training that make the sales process ineffective and demeaning. Steve teaches a simple, yet effective, process that gets results without sacrificing the integrity, dignity and self-respect of the salesperson. Prospects are treated the way they want to be treated: As intelligent, thinking individuals; but the prospect *never* controls anyone who masters *High-Performance Selling*.

Steve is an expert in the art and science of selling and is the author of five books: *Mastering The Lost Art of Closing The Sale*, *SolutionBased Selling*, *The DNA of Selling*, the *STEP Questioning e-Workbook*, and creator of *The High-Performance Selling System*. He is also the editor of his *Tip of The Week* newsletter and regularly contributes articles to industry publications.

**High-Performance Selling is unique and requires an approach that is different than traditional selling.** *High-Performance Selling* was designed with the sales professional in mind. Our aim is to help you close more sales and earn more money, while making selling more enjoyable and less frustrating. Through increased competition, and cutthroat pricing strategies, there is a demand for a new model of selling that mirrors they way people want to buy. The *High-Performance Selling System* does just that!

Steve’s passion for the profession of selling is truly infectious and his knowledge is only exceeded by the ability to transfer information, ideas, techniques, and skills to an audience and yet make each person feel as though he’s talking directly to them. More importantly, the results he helps salespeople attain are measurable and immediate.

**If you are in need of a program that delivers results**, contact us at 1-866-730-7355 for a free consultation and find out if one of our programs would be the right fit for your people and company.

# ***What The High-Performance Selling Course Will Do For You***

- **Increase Closing Percentages**
- **Reduce Cancellations**
- **Sell On Value NOT Price**
- **Boost Gross Profit Margins**
- **Your Salespeople Will Be More Effective**

# You and I share something in common... we both want your team to close more sales!

Dear Colleague:

It's true, we are both interested in helping your sales team become more productive and more profitable at what they do. Yet, we both know there is no magic rabbit that either of us can pull out of a hat and say, "here is a failsafe way that guarantees to fix every problem of every member of your sales team." There are simply too many variables for me, you, or anyone else for that matter to make such a promise.

However, those who learn (and apply) the principles, strategies and techniques taught in the High-Performance Selling™ program are reporting an average **increase of 27%** in their NET sales.

This is not an off-the-shelf type training program that covers rudimentary material that most salespeople already know. In reality, **less than 10% of all salespeople are using what is taught in this course.**

**Here's the bottom line.** Whether members of your team have been in sales for 20 minutes or 20 years, after completing the High-Performance Selling™ course, they will have learned:

- The **High-Performance Selling System**
- How to sell value vs. price
- The 4 personality styles and the buying behaviors of your prospects
- To define the Features-Function-and Benefits of your products or services
- Developing greater trust and rapport with your clients
- Defuse sales tension and get prospects to open up
- Discover the prospects buying requirements
- To tailor a powerfully persuasive presentation
- To manage buyer reluctance
- How to **formulate laser-target questions** that trigger buying emotions
- How to win the "close ones"
- And much, much more!

**Respond NOW and I will make you this fantastic 5 point offer:**

1. I will deliver the High-Performance Selling™ program – a fast-paced one-day course that is designed to do one thing...**Close Sales!**
2. I will provide all participants with a **comprehensive course workbook.**
3. I will provide participants with a **52 week e-mail follow-up program.**
4. I will arrive one full day early to **meet with your management team.**
5. I will provide you with this results-getting course for **\$3,950 + expenses** within the continental U.S.

Call 1-866-730-7355 or fax the form to us today and book your program.

Respectfully,

Steve Johns



**"Unless you first establish value, any price you give will be too high!"** – Steve Johns

## Frequently Asked Questions

**Q: Can this course be taught to small groups?**

A: Yes. Regardless of the size of your group, we can conduct a program for you.

Plus, this program is an excellent way to boost morale and get your team to commit themselves to change the way they think, act and get results!

**Q: How much does program like this cost?**

A: Typically you would expect to pay a minimum of **\$5,000 up to \$20,000**, or more, for professional training.

My regular rate for a one-day program is **\$3,950 + expenses.**

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**If your team is struggling to...**

- ▶ **Close Sales**
- ▶ **Give Winning Presentations**
- ▶ **Prevent Buyer's Remorse**
- ▶ **Effectively Handle Objections, Excuses, and Stalls**
- ▶ **Get It Done On The First Call**

... then it's time to book a High-Performance Selling Course for your team today.

**How much is it costing you everyday in lost sales by not making the call?**

**1-866-730-7355**

# High-Performance Selling is consistently rated by participants as:

***“The best sales course I’ve ever attended!”***



Read what these attendees had to say about our programs:

*“If Steve’s program doesn’t pay for itself within a week of attending, you’d better re-think your sales process and products!” - Rick Allison*

*“Steve, I responded with what you taught in the training program, covered the 6 concerns, demonstrated the product and soon she was signing the purchase agreement!” - Dave Graham*

*“I have been to many of these over the years and have seen them all. Steve, you are definitely the best!” - Dee Drake*

***“Steve Johns will inspire and motivate  
your team to change the way they  
Think, Act and Get Results!”***

Call me at 1-866-730-7355, use the fax-back form on the next page, or <mailto:steve@sellemup.com> and let’s visit about a class for your team.



***We Help Sales Teams Succeed!***

**PO Box 7002 Moore OK 73153-1002**  
Toll free: 866-730-SELL (7355) Fax: (405) 759-2074  
e-mail: [steve@sellemup.com](mailto:steve@sellemup.com) Web site: [www.sellemup.com](http://www.sellemup.com)

**Fax to 1- 405-759-2074**

***Yes! Our company would like to close more sales.***

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_ Best time to call: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

We would like to schedule a program within the next: **Please check one**

ASAP \_\_\_\_\_ 60 days \_\_\_\_\_ 90 days \_\_\_\_\_ 6mo \_\_\_\_\_