



Steve Johns

*The Remodeling
Industry's Foremost
Sales & Sales
Management Trainer
Invites Your Sales
Team To Learn...*

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

Dear Remodeling Professional:

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.

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 Remodelers 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 closed more than \$30,000,000 in remodeling projects.*
- *Been the # 1 salesperson in five different companies.*
- *Been the Sales Manager, Trainer, and General Manager for Multi-Million Dollar remodeling companies.*
- *Owned and managed a Remodeling Company.*
- *Over 25 years experience in home improvement sales... always on straight commission!*
- *Delivered over 15,000 in-home presentations using a one-call close.*
- *Helped struggling salespeople become highly successful.*
- *Turned previously under performing teams into hard-charging closers.*

Meet Steve Johns...

The Remodeling Industry's Foremost Expert in Sales Effectiveness



Steve Johns has an outstanding track record as a trainer, coach and consultant. He began his sales career in 1978 as a representative for a major home improvement company. In 1980 he became sales manager for one of the largest companies in the southwest. Promoted to vice-president/general manager of the corporation in 1982, Steve, within a short period of twelve months increased the company's sales volume by 250 percent while maintaining an average growth rate of 12% annually.

Steve doesn't just speak, he inspires. He will inspire you, your salespeople and your entire organization to get results!

His passion for the remodeling industry and the profession of selling is truly infectious. Steve's dedication to the development of sales competence is unparalleled. More importantly, the results he helps salespeople attain are measurable and immediate.

Steve works with sales-driven organizations, manufacturers and distributors within the Remodeling Industry. Steve is the author of *High-Performance Selling*, *SolutionBased Selling*, *High-Performance Marketing*, *The DNA of Selling*, *STEP Selling Workbook* and *MAPS Marketing*. He is also the editor of *Sell 'em Up! News* and regularly contributes articles to industry publications.

Steve Johns International's *Sell 'em Up! Training Systems* focus in on the remodeling sales professional, the impact they have on their company, customers, and career development. He has devoted the last twenty years to training, developing, and motivating salespeople in all segments of remodeling and home improvements.

In-home selling is unique and requires an approach that is different than institutionalized selling. Steve's unique style and down-to-earth approach is refreshing. He shares wisdom, insights, strategies, and principles that move people to action on a daily basis. His depth of experience in the areas of sales, sales management and marketing uniquely qualify him to coach, consult, speak and train. If you are in need of a program that delivers results, [contact us](#) for a free consultation and find out if one of our programs would be the right fit for your people and company.

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's 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.

What Our Programs Will Do For You and Your Sales Force

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

Seminars and Workshops that Get Results!

- [High-Performance Selling](#)
Advanced selling strategies and techniques for closing the sale!
- [High-Performance Sales Leadership](#)
How to build and lead a team of high-performance closers.

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'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*

Why Steve Johns and Sell 'em Up! Training Systems?

With over 20 years experience in remodeling sales, marketing and management, Steve brings a wealth of first hand experience and practical knowledge which he shares in a very thought provoking and captivating style. Steve doesn't just speak, he inspires. **He will inspire you, your salespeople, and your entire organization to change how you think, act and get results!**

His passion for the remodeling industry and the profession of selling is truly infectious. Steve's dedication to the development of sales competence is unparalleled. **And most importantly, the results he helps people attain are immediate.**

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 out think, out present and out sell the competition
- How to identify, present and sell to different personality types
- Effectively sell the Features-Function-and Benefits of your products or services
- Quickly establish trust and rapport
- Defuse sales tension and get prospects to open up
- Discover the prospects "real" buying motives
- How to deliver a laser-targeted presentation
- To effectively overcome with buyer reluctance
- How to ask the right kinds of questions that trigger buying emotions
- How to win the "close ones"
- And much, much more!

**Be one of the FIRST TWELVE to respond
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 **conduct field coaching or meet with your management team.**
5. I will provide you with this results-getting course for **\$2,950 plus expenses** within the continental U.S. (a \$1,000 savings)

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

Respectfully,

Steve Johns

PS: Book your workshop by **December 30** and I'll allow you to video the session for future training for your team. (\$3,000 value)



"Unless you deliver a compelling presentation 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. But, if you are one of the first twelve to respond, you can get this course for **\$2,950 plus 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!”



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“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 Out Think, Out Present and Out Sell The Competition!”

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.

Steve Johns



International

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e-mail: steve@sellemup.com Web site: 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 _____