



NEXTLEVEL

Oct. 21st-23rd, 2009
MGM Grand Casino
Las Vegas, NV

Sales Training

Challenging Sales Environments



Require Exceptional Skills

MASTER THE NECESSARY SALES SKILLS TO SUCCEED IN
TODAY'S RAPIDLY CHANGING HOUSING MARKET

Presented By:

William J. Nowell



NEXTLEVEL

Sales Training Agenda

October 21-23, 2009 at the MGM Hotel and Casino in Las Vegas, NV

Day One

8:30 a.m. - 9:45 a.m.
Our Industry - Where We Stand

9:45 a.m. - 10:00 a.m.
What Are the Gaps that Seperate?

10:00 a.m. - 10:15 a.m.
Break

10:15 a.m. - 12:00 a.m.
The ValueMatch™ Model

12:00 p.m. - 1:00 p.m.
Lunch

1:00 p.m. - 1:15 p.m.
Role Play / Practice Workshop

1:15 p.m. - 2:00p.m.
The ValueMatch™ Principles

2:00 p.m. - 2:15 p.m.
Break

2:15 p.m. - 3:30 p.m.
Role Play / Practice Workshop

3:30 p.m. - 4:30 p.m.
Building Rapport Means Connecting Values

Day Two

8:30 a.m. - 9:45 a.m.
ValueMatch™ Model Review / Q&A

9:45 a.m. - 10:00 a.m.
The RCA of Selling

10:00 a.m. - 10:15 a.m.
Break

10:15 a.m. - 12:00 p.m.
Sell To The Heart

12:00 p.m. - 1:00 p.m.
Lunch

1:00 p.m. - 2:00 p.m.
Role Practice / ValueMatch™ Principles

2:00 p.m. - 2:15 p.m.
Break

2:15 p.m. - 3:30 p.m.
The ValuePath™ Close

3:30 p.m. - 4:30 p.m.
Finding the Truth That Matters

Day Three

8:30 a.m. - 9:45 a.m.
Closing and Overcoming Objections

9:45 a.m. - 10:00 a.m.
Role Practice

10:00 a.m. - 10:15 a.m.
Break

10:15 a.m. - 12:30 p.m.
Wrap Up / Q&A / Auction

"The conference is really innovative and really applied to the market today. I definitely would recommend for other people to come. I think it will really put a new perspective on how they sell, why they do what they do and it really makes you step back and ask yourself why you've been doing the things you do and how to change it. I think one of the biggest influences was just the principles behind the training. Giving me the why for what we do and how we can really love our jobs more and develop better relationships with our customers. And probably more importantly our friends, our family, and those we meet."

- Andrew Hall, VP of sales for Meritage Homes



& ValueMatchTM Selling

The Next Level Sales Training features the ValueMatch Selling process developed by William J. Nowell. The ValueMatchTM Selling Process has application to any one-on-one interpersonal communication where the primary commercial application has to do with sales and customer service. At the heart of the ValueMatchTM Sales System is a unique listening model that has been described as a "supercharger" for any sales process.

ValueMatchTM is unique in that, unlike any other sales training program the ValueMatchTM Sales System will compliment perfectly with the process you already have in place. That being said, the program can also stand alone as a sales process that is not only effective but measurable and scaleable.

By listening intently and knowing how to ask the right questions to discover the true underlying values of the words your customers use. ValueMatchTM allows you to avoid the need for scripts and awkward memorized sales presentations while building trust and meaningful rapport with your customers. The ValueMatchTM listening model is so powerful that it allows the sales representative the ability to discover the core values and true motivation of any customer very quickly. Once you understand your prospect's true motivation and have taken the opportunity to build a trusting relationship you're able to present a personalized presentation that highlights the values of your prospect offers that directly correlates with exactly what your customer seeks. Using this skill in a sales application or customer service environment shortens the actual interaction and allows the sales or service representative to understand the core values at the heart of any interaction. Thus enabling them to quickly understand and present a solution that will satisfy the customer's needs. You know what your customer

"The most amazing part was actually being able to find out what people really felt right as they walked in the door and build that pertinent relationship."

- Deborah Trimpe, Vice President Sales Training - Grand Homes

Why ValueMatchTM Selling ?

AGENDA

Wednesday | Oct. 21st, 2009

Morning

Establishing And Maintaining A Value Focus; Asking The Right Questions

Learn the powerful role Values and Feelings play in our lives and the secret to uncovering these Values in 4 simple questions.

Staying on the customer's agenda. Discovering the true needs and desires that have driven your prospect into your development is the key to building a meaningful relationship and making the sale. All attendees will learn how to use the ValueMatch™ model, how to get to the core of a customer's drive to call or visit and how to more smoothly transition the prospect through the sales process.



Training Description:

The Next Level™ training experience is designed to provide an “in the trenches” real-time training on what it takes to succeed in the changing housing market that exists today. Based on William J. Nowell’s ValueMatch principals this training will provide valuable solutions to the challenges sales people face while trying to increase closing ratios, build better rapport with prospects, and improve overall prospect satisfaction and delight. Because implementing the ValueMatch™ Selling process in today’s difficult environment is so crucial this experience is designed with significant opportunities for role-play and review of real-time mystery shops to help your team learn and understand ValueMatch and to stress the importance of using customer values to create energy and overcome obstacles that stall the sales process and slow sales. At the training you will learn about:

Selling Yourself

- Make a Positive First Impression in the First 60 Seconds
- Always Control the Conversation Without Seeming Too Overbearing
- Listen and Learn vs. Laundry List
- Learn Your Customers Decision Driving Values

Selling the Concept

- Learn How to Powerfully Present Your Differences
- Learn to Trial Close throughout the Presentation
- Learn How to Turn Customer Questions Into Powerful Sales Points

Asking For the Sale

- Learn 5 Specific and Powerful Closing Techniques
- Learn to Ignore the “No’s” and get the “Yes’es”
- Learn to Help the Customers Overcome Their Own Objections

Training Bonus

- Learn Valuable Referral Networking Techniques
- Learn How to Double Phone Results
- Gain unlimited Access to ValuePath’s Online Sales Training Library Including: Sales Podcasts, Blogs, Video Blogs and Live Video Training by Will Nowell

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“The ValueMatch sales process not only gives you a proven process but a way to truly help someone and match their values more effectively.”

-Roxann Rogers-Meyer, - Immanuel Senior Living

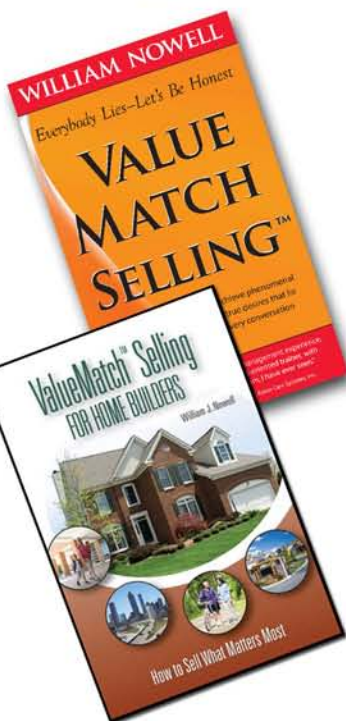


It's All About *Experience*



William Nowell Master Trainer and Sales Coach

William J. Nowell: Has had more than 24 years of on the floor and in real life sales experience. Will has developed the ValueMatch™ sales process, and the Next Level and Situational Response Training experience to help you get extraordinary results even in challenging environments. ServiceTrac, Will's company, conducts more than 100,000 sales, mystery shops and satisfaction surveys each year and the Valuematch™ Skills Training is research backed and field tested, ValueMatch™ teaches what it takes to be more successful in sales in the housing industry. Will has shared ValueMatch™ with over 30,000 sales professionals and more than 300 Housing companies across the United States, his clients range from Fortune 500 to small regional companies. Will's books ValueMatch™ Selling have sold 3,000 copies in the last year alone. Will has shared his phenomenal message of Values based communication and selling with a diverse group of professionals internationally. Will's unique style and friendly, personal approach is easy to relate with and learn from. Attend William Nowell's presentation on ValueMatch™ Selling and start on your road to experiencing a whole new level of success.



ValueMatch™ Selling *Sales Training Experience*

Exciting, Fun and Fast Paced: Loaded with real time practice using real examples and cases. Practice mastering the use of new tools, designed to help you remember each step, stay on track and continually improve.

Network, Broaden Your Perspective: Highly attended by a variety of Sales Professionals from across the industry ValueMatch™ Selling and Situational Response Training will be a fantastic opportunity to network and understand how others facing today's challenging market find success and move to the top.

Learning A New Skill Has Never Been So Exciting: With dozens of built in games, competitions and prizes no one goes home empty-handed. ValueMatch™ Selling and Situational Response Training has several opportunities within the training for Situational Practice, raffles and pop quiz prizes making it easy to stay involved and bring your best to the table.

AGENDA

Wednesday | Oct. 21st, 2009

Discovering Truth and Urgency Before You Sell

What has changed recently in your prospects lives that has caused them to enter your door or call in today?

In this session you will learn to help the customer voice their own urgency and guide them through a process that will help them clearly identify what they value most making closing the sale a more natural and effective experience.



AGENDA

Thursday | Oct. 22nd, 2009

Tailoring the Presentation to the Customer's Values

One of the greatest opportunities in a sales presentation is painting your offering in the ambient light of the customer's feelings. Will teaches the importance of focusing on the customer and tailoring the presentation to the prospects values.

ValueMatch™ *Selling*

P3ACT

Our Promise, Your Pledge

True Achievement Requirements

The true benefit of any training comes from the follow through and follow up that the training company provides to ensure the maximum value is presented to the customer and the long term value is achieved by the organization. In order to achieve this we have adopted what we call the P3ACT: a trade marked follow-up and follow through formula to insure that our company and the companies we train get the most out of their investment.

P3: (Purpose, Plan and Preparation – Action, Courage and Tenacity)

Purpose (Establish Values and Feelings - Guide Life's Decisions)

Our PURPOSE is to build stronger Value based interpersonal communications founded on integrity & passion.

- Learn to understand your values and purpose and develop a service attitude
- Prioritize and set these values
- Set and focus goals based on the most important personal characters and values
- Make sure the foundation of all their communications with each individual is service minded
- Serve other people and in doing so, build ourselves and our future businesses.

Plan (ValueMatch™ Process)

Our PLAN addresses the real issues that sales professionals face daily and will stand the test of time.

- Have a plan and a process that works to keep the process on track
- Communicate effectively with customers
- Create unique solutions for each sales presentation
- Exceed your customers' expectations by first discovering what their expectations are
- Learn to always listen to customers before we talk

Prepare (ValueMatch™ Skill)

We PREPARE each and every sales professional to listen to the customer's values and feelings and discover what motivates their behavior and action by using the ValueMatch™ Listening Model.

All attendees will leave with:

- A complete and comprehensive training manual.
- Practice guides for on the job role-playing
- Unlimited access to the online ValueMatch™ Sales Training System complete with podcasts, video blogs, and more.



AGENDA

Thursday | Oct. 22nd, 2009

ACT: Action, Courage, Test

Action – No training is successful without effective immediate action. We encourage all attendees to go back and immediately use the training that they have received and we do follow up phone sessions for up to six weeks after the training has occurred to make sure we do our part to encourage, reinforce and support the action.

Courage – It takes courage sometimes to step out and try new things. Our counselors and teachers bond a relationship with each attendee to make sure that we offer support and help and in some cases courage to make sure we take those first steps to try the materials and to take the first opportunity to do the training so that the information is cemented in the trainees psyche and is distributed throughout your companies infrastructure so that you receive the maximized value.

Test – You can't expect what you don't inspect. No training, no matter how good it is and no intentions, no matter how good they are, are as good as taking action, having courage, and then testing to see and to compare the results against standards and opinions. ValueMatch™ has a state of the art testing mechanisms from paper based surveys, satisfaction surveys to on the spot exit interviews to email surveys to check on the opinions, record and even do mystery shopping from real customers.

ValueMatch™ full PACT follow through and follow up system will ensure that your commitment to ValueMatch™ is rewarded with higher performances in sales and increased occupancy for your organization

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"The ValueMatch sales approach is valuable inovative and effective. I have tried it and it works!"

– Rena March-Meyer, Parks of Deer Creek Homes

Mastering Asking for the Check and Getting the "No's" to get the "Yes"

Building a strong relationship, identifying individual needs and desires and discovering urgency all culminate in asking for the decision and the check will share ValueMatch's™ Five Simple and Effective Closes. You will understand how to ask for the close in a comfortable and effective way and help the customer through the decision process.

Helping the Customer Overcome the Real Objection

When facing rejection from a customer it is often difficult to know what is really holding the sale back. The ValueMatch™ Sales Model gives you the tools to work with the customer to help them overcome and resolve their own concerns.

MGM Grand

Las Vegas, NV

The **Next level™ Sales Training** will be hosted at the MGM Grand hotel and Casino in fabulous Las Vegas, Nevada. The MGM Grand located right on the Las Vegas strip and outfitted with world famous amenities including 21 Pools, newly remodeled Rooms and 18 world famous restaurants also offers fantastic rates. While The Next Level Sales Training has not secured a room block with the hotel excellent rates can be found online. Please see contact information below to book rooms at the MGM today.

MGM Grand Hotel Reservation Fees and Terms:

Toll Free Reservations: 1.877.880.0880

Online Rates: (Online rates are traditionally cheaper)
www.MGMGrand.com

Dates of Training: October 21-23, 2009

AGENDA

Friday | Oct. 23rd, 2009

ValueMatch™ Interactive Review & Exercises

In this portion of the training we will use various types of interactive training techniques to simulate a real customer service or sales situation with prospect. Utilizing past mystery shops, and satisfaction survey gathered over our 20 + years in the housing industry we will simulate real-time challenges that are faced when trying to build rapport, discover value, and close the sale helping your team become prepared to not only know what to do in a difficult situation but have experience actually implementing their knowledge as well.



For the first time...

What happens in Vegas won't stay in Vegas.

Get Results With the ValueMatch™ Home Sales System.

Plan Now To Attend
Call: (800) 951-6606



Powered By: ServiceTRAC™

9188 E. San Salvador Drive Suite 205 | www.ValuePathHomeSales.com | info@servicetrac.com



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Registration Form

The *Next Level*TM Sales Training

The MGM Grand Hotel and Casino, Las Vegas, NV
 October 21-23, 2009

Attention: Luke Morris

This form should be completed and returned, with your payment, to ServiceTrac, LLC no later than **Sept. 23, 2009**
 mail: ServiceTrac, LLC 9188 E San Salvador Dr. Ste. 205 Scottsdale, AZ 85258 | fax: (480) 941-5246 | phone: (480) 941-3121 x202

General information

Title: Mr Mrs Miss Ms Dr Professor

First name: Middle initial: Last name:

Organization:

Mailing address:

Zip Code: Email:

Telephone: Fax:

Additional notes regarding this registration:

Please state how you heard about the conference

Email Web Direct marketing Other (please state)

Payment (All payment should be in US Dollars)

I wish to pay by check
 I enclose a personal/company check made payable to Servicetrac, LLC for: \$

I wish to pay by credit card
Circle One: Please charge my MASTERCARD / VISA / AMERICAN EXPRESS the sum of: \$

Card number:

Cardholder name: Exp date: /

Mailing address:
(if different from above)

Cardholder signature: Zip Code:

Date:

If for any reason it should be necessary for the payment to be sent separately from this application, the check/money order should be identifiable with the APPLICANT and Conference Name.

Data protection

The ServiceTrac will use the information you supply for the provision and administration of its activities, products and services and for marketing. It may be necessary to disclose your information to service providers.

We may contact you by email or fax to tell you about activities, products and services that may be of interest to you. If you DO NOT wish to receive this information, please check this box:
 Your name, address and email will be passed on to exhibitors and sponsors at the Next Level Sales Training. If you do not wish your details to be forwarded, please check the box:

Next Level™ Sales Training - Las Vegas, NV

Please complete the form by indicating your choice in the boxes and entering your payment in the column:

Registration*	Payment
<input type="checkbox"/> Before July 21st, 2009	\$895.00
<input type="checkbox"/> After July 21st, 2009	\$995.00
<input type="checkbox"/> Returning Attendees	\$895.00
(All prices are per person rates)	
# of Attendees	X
TOTAL PAYMENT	

Signed:

Date:

*Tuition includes two days of ValueMatch™ Sales Skills Training a comprehensive student manual/workbook covering all course material, inquiry worksheets, certificate of completion.

Terms and Conditions

No reservations for accommodation, meal, or social events will be made if payment is not received prior to the start of the conference. All registrations received by the closing date will be acknowledged. If an acknowledgement is not received within 14 days, please contact ServiceTrac, LLC at 800-951-6606.

Cancellations in writing received before **Sept. 23, 2009** will be issued a full refund less an administrative charge of 25% or the full registration fee may be rolled over and applied to the next sales training event. No refund will be made for cancellations made after **Sept. 23, 2009** however, the full registration fee may be rolled over and applied to the next sales training event.

Attendee Information

Please list the names and titles for all attendees.

Attendee 1:

Attendee 2:

Attendee 3:

Attendee 4:

Attendee 5:

Attendee 6:

Attendee 7:

Attendee 8:

Attendee 9:

Attendee 10: