



Bulletin

Idealliance Monthly News

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Sales Professional Certification Introduced

Idealliance announces SalesPro Fundamentals, an exciting new training and certification program developed by industry expert Bill Farquharson and designed to teach salespeople and selling owners a prospecting process proven to increase, improve, and manage sales activity.

This intense three-month program combines online education and testing with live instruction and ongoing accountability in order to produce more new business, more and better customers, and increased sales. Participants can become an Idealliance Certified Sales Professional and be listed in the association's Official Directory of Certified Experts.

Participants in the SalesPro Fundamentals program receive:

- **Video tutorials.** Learn from 12 interactive video tutorials, available 24/7.
- **Engaging lessons.** Reinforce each video tutorial and put your knowledge to the test with weekly lessons.
- **One-on-one coaching.** Receive two phone calls from your instructor to further your understanding and help you set goals.
- **Monthly virtual 'Meet-ups.'** Participate in monthly calls with a small group of your peers to share challenges and ideas.
- **Reporting tools.** Help increase sales by tracking your daily goals and results with online reporting tools.

Innovative Chapters

Idealliance SalesPro Fundamentals is offered in three innovative learning chapters, one for each month. What makes SalesPro Fundamentals different than other sales programs is the multi-media methodology and the use of trusted and proven methods. Participants receive a more comprehensive learning experience and gain the

knowledge and confidence that will yield better leads, more appointments, and higher profits.

After completing the program, participants have the opportunity to become an Idealliance **Certified Sales Professional** by passing a final exam. Certified Sales Professionals will be listed in Idealliance's Official Directory of Certified Experts. This recognition alone will boost sales staff confidence, help bring more prospects into your company, and gain loyal customers.



High-Value Calls

SalesPro Fundamentals creator and instructor Bill Farquharson is a 35+ year graphic arts sales veteran with a proven track record of effective industry sales training. Whether you're a print salesperson, sales manager, or selling owner, the SalesPro Fundamentals program Bill has designed will help you make high-value, well-researched cold calls, learn what type of customers are right for you, use a step-by-step prospecting process, and increase overall sales and efficiency.

While you can start Sales Fundamentals whenever you want, **sign up before May 15, 2017 and save \$200 off registration.** And the more members of your organization you enroll, the more you will save:

- Members may register 1-5 participants for \$799 each (by May 15), \$999 each after that date; non-members add \$200.
- Members may register 6 or more participants for \$699 each (by May 15), \$899 each after that date; non-members add \$200.

For more information, go to <http://services.idealliance.org/prod/salespro> or contact Bill Farquharson at bfarquharson@idealliance.org or (703) 837-1092.



Publications & Research