

The Secret to Becoming #1 in Sales – and Staying There!

As a sales professional, there is nothing worse than **losing a sale you've worked so hard to cultivate**. You go through the sales cycle, investing weeks and months of effort – only to see your prospect buy from someone else! You felt like everything was in your favor, and then suddenly – **a competitor wins the sale**. What happened, and how can you prevent it next time?

As hard as it is to believe, you may never have been in the running to begin with!

Someone else was already the unspoken favorite – at the head of the line before the line even formed. They likely got to the buyer even before the buyer was seeking competitive quotes – the stage where you entered the picture. **So how do YOU become the favorite, ahead of everyone else?**

It's All About Timing!

You've probably heard many sales trainers talk about the importance of timing.

Well, if you're already in the number one spot in your company then you know better, just like **the very top sales professionals know better**.

Timing isn't just important — **Timing is everything!**

Because the key to chart-topping results is **being the first viable seller** in front of a motivated buyer. And that happens long before the competitive process begins.

That's the key to timing! When you control the timing, you virtually **eliminate the competition!**

Sure, sometimes your more established accounts will call you immediately. But what if you could **be at the front of the line consistently**, even with new prospects? What if you could be the one in control of the process, rather than your competition?

Well there's one person who knows what it's like to consistently be on top.

The Man Behind the Revolution

That person is **Craig Elias**, *Founder & Chief Strategy Officer, InnerSell, Inc.* and he is the man behind **the modern revolution** in sales strategies. **For almost 20 years, Craig Elias has been a top sales person at EVERY company that has hired him** - including WorldCom where he was named the #1 sales person within six months of joining the company.

Craig knows that people at the top of the sales game actually **spend much less time in the competitive process** than most people think. **Why?**

Because those at the top know that **buying decisions are primarily emotional, and there is a secret to finding buyers when those decisions are formed – before your competition does.**

And Craig should know – his ideas, expertise and techniques are highly regarded, most recently **winning him a \$1,000,000 prize** in a worldwide “Billion-Dollar Idea” contest. Since then his company has been featured on NBC news, in The New York Times, The Wall Street Journal, Sales & Marketing Management magazine, Business 2.0, and last year was chosen as **one of the 40 hottest companies in Silicon Valley.**

A highly sought-after speaker, trainer, and writer, Craig Elias teaches sales professionals all over North America his proven sales and networking techniques to help you **become and REMAIN your company’s top performer!**

Those that have benefited from Craig’s training and expertise have been willing to pay thousands of dollars to learn from him. Unfortunately, not everyone can do that – and they **miss out on the single most important training that could help them become number one.** **So here’s what we’re doing about it.**

In response to an overwhelming demand for Craig’s knowledge, we at Fone Forums have convinced Craig to create **an exclusive 4-week live teleconference series** covering his very best tips about becoming number one.

“Sell More, Sell Sooner, and Sell at a Higher Price – How to Rise to #1 and Stay There!”

In this intensive 4-part series, you will learn the secret to **consistently being No. 1** with your customers, being No. 1 with your company, and being No. 1 in your industry!

Craig will teach you how to –

- Rise to #1 in your company – and stay there!
- Differentiate yourself and become a customer’s ‘Go To’ person – the first one they turn to when buying!
- Win – even against those who compete on price.
- Control the “Window of Dissatisfaction” – the key to positioning yourself ahead of the competition.

- Develop superior customer relationships – that pay dividends and produce referrals for years to come.
- End the sales-cycle disappointment – understand when you're not actually number one in the running – and know exactly what to do.

How have others gained from Craig's training?

"I am an independent consultant working in a highly competitive field. After attending one of Craig's sales sessions and applying his sales methodology I went from closing one sale in twenty to closing two out of three – **a ten fold increase in my close ratio**. If you want to learn ways to increase your close ratio to its highest level, attend one of Craig's career changing sessions."

Jess Harding

"He's very engaging, very funny, very down-to-earth"

**Karen Csabay, MBA
Work Experience Coordinator
Mount Royal College**

"Craig is an engaging speaker who captures your attention quickly – and it's not all about Craig. He's about YOU and YOUR business. The ideas he presents take hold and very quickly you begin to apply the concepts to your own situation, making it **immediately relevant and valuable**. I was very impressed the first time I heard Craig speak – and even more impressed when he took the time to build a relationship with me and find out more about the business I was in. The best part is he truly walks the talk. I would encourage any business person, serious about engaging their customers and gaining new customers to pay attention and enjoy the benefits of what Mr. Elias has to offer. Impressive!"

**Tony Vanden Heuvel
CA Meyers Norris Penny LLP**

"He really knows how to motivate people to go after their goals."

**Mark Perry
Program Coordinator, SAIT**

"What Craig does well is give people action items. You can see a great public speaker, but if all they do is make you feel good, and you don't do anything differently or act any differently at the end, then there's no value in that. **The value comes from taking things away from it that you're actually going to change**, that you're going to act upon in your life to make a difference. And that's what he can do."

**Janeen Smith
Director of New Student and Career Services**

“There are two things that Craig does best. He gets the audience involved in his talk enabling them to assimilate the information for their own situation, and **every time he presents a new idea or a topic, he provides a real life example** that demonstrates where and how he used that technique or skill.”

**Karen Hawke, MBA
Director of Professional Services
Envista Technologies Inc.**

“I was very impressed with Craig’s understanding and insights into sales processes regardless of industry. In particular, his insights into qualifying - or more accurately "disqualifying" - prospects were most helpful. We have a challenge of providing significant amounts of knowledge for free which never leads to sales due to a wrong fit between the prospect and our service. Craig immediately picked up on this and quickly came up with three 'Disqualifying Questions' to assess inquiries for a proper fit with Good Earth Travel Adventures' services. The approach is straight forward, non-intimidating and saves wasted time for both the customer and us. In short, **a 20 minute phone call with Craig will save us 100's of hours of wasted time and effort while increasing our conversion rates.** I highly recommend Craig as a sales resource if you want results!”

**J.P. Obbagy
President
Good Earth Travel Adventures LTD.
"Personalized Vacations since 1996"**

“He is an incredibly engaging speaker with high energy and a very strong, positive, action-oriented message for the people.”

**Mark Ruthenberg
President
Alberta New Media Association**

Craig Elias is a skilled speaker who conveys to his audience both his own integrity and the value of networking and connecting. My students expressed heartfelt appreciation for his advice and inspiration in helping them achieve their dreams.

**Hilary Elliott, Ph.D.
Director, Centre for Communication Studies
Mount Royal College**

What's Included

This 4-part series will be presented by teleconference on four consecutive Thursdays: October 6, 13, 20 and 27, from 10:00 – 11:00 am Pacific Time.

Each weekly Forum in this series includes –

- Presentation by Craig of **NEW MATERIAL**, unlike typical sales training or motivational hype.
- **Materials sent to you** by email to use during the call – and keep for reference. You'll want to retain and review these valuable resources over and over.
- **An interactive Q&A session** with Craig.
- **Follow-up on results** from prior session activities.

Special Bonus! Each call recorded live!

Your registration also gives you access to recordings of each session, recorded live, including all Question & Answer sessions so you can benefit from each of Craig's responses to individual scenarios. These recordings give you easy access to the strategies Craig shares, allowing you to review them again when needed.

An Unbeatable Value!

Others spend thousands of dollars to learn Craig's insights and proven sales techniques. But because of a special arrangement with Craig we are able to offer this incredible series at a tremendous value!

The entire 4-part training with all materials is only \$745!

Early Registration Special - \$250 discount

For a limited time, when you register for the "Sell More..." series **on or before September 23**, your total investment is **only \$495**. That's a discount of \$250!

And the Fone Forum method of training insures you save travel time and money with our unique format. Plus you can apply these practical real-world ideas the same day rather than waiting to get back from extended offsite training. Learn more about the [Fone Forum method here](#).

Money-Back Guarantee

If after completing the 4-week series you are not completely convinced that the training is worth every penny, you have 30-days to request a refund – your entire registration fee will be refunded, no questions asked. Apply the valuable methods you learn, and if you don't see results you can measure your money will be refunded. **You risk absolutely nothing** by taking advantage of this incredible offer!

Invest in Your Success

Don't wait! **The early registration positively expires on midnight September 23.** And space for the entire series is limited, so don't miss out.

Register now for this Fone Forum that will have immediate and lasting effects on your sales career!

Thursday, October 6, 2005, 10:00 AM (PST)

Thursday, October 13, 2005, 10:00 AM (PST)

Thursday, October 20, 2005, 10:00 AM (PST)

Thursday, October 27, 2005, 10:00 AM (PST)

[Click Here To Register](#)

P.S. Isn't it time you reach the top and insure you stay there? This live 4-part series **is for those who seriously want to be top in their sales career.** If you can only attend one sales training this year, this is it! Spend 4 sessions with the man behind the modern revolution in sales strategies and watch your results explode!