



**Profitable
Sales Growth
Strategies**

Outbound Excellence
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Solving The Mystery Of Developing Selling Skills

**It Is An Amazing Phenomenon
To Go Into A Typical
Outbound Sales Organization**

**And See The High Turnover Rate
of Outbound Sales Representatives
& The Enormous Cost Involved
In That Turnover**

**And Yet There Is Often
Minimal to Moderate Time,
Money and Resources Dedicated
To Improving The Training “Processes”**

**To Increase The Return On Investment
and Reduce the Turnover Costs.**

**Solving The Mystery
Of Developing
The Selling Skills Of New Hires**

**For Some Mysterious Reason
A Sense Of Uncertainty & Doubt
Has Embedded Itself Into The Process
Of Developing Outbound B2B Telephone
Selling Skills**

**And Far Too Many Companies
Have Bought Into This Myth.**

20 Years Of Vaporware

**Just Look At The Number of Sales Books
“For Sale” On The Market Today**

**And You Will See That As A Society We Are No Closer
To Understanding & Mastering**

**The Science of Selling
Than We Were 20 Years Ago.**

There Is No Mystery To Selling

**Every Component Of
The Tactical & Strategic
Selling Processes**

**Can Be Identified, Analyzed
& Improved Indefinitely.**

**Therefore
The Selling Skills of any
Outbound B2B Sales Force**

**And The Profitable Sales Growth
Produced Any Outbound Sales Organization
Can Be Improved Indefinitely.**