



The Power of Relationship Selling



November 6, 2009

JACK DALY

PROFESSIONAL SALES COACH, INC

www. JackDaly.net

888-298-6868

jack@jackdaly.net



Speaker/Trainer/Coach/Author

Jack Daly is an expert in sales and sales management inspiring audiences to take action in customer loyalty and personal motivation. He delivers explosive keynote and general session presentations.

Jack brings 20 plus years of field proven experience- from a starting base with the CPA firm Arthur Andersen to the CEO level of several national companies. Jack has participated at the senior executive level on four de novo businesses, two of which he subsequently sold to the Wall Street Firms of Solomon Brothers and First Boston. As the head of sales, Jack has led sales forces numbering in the thousands, operating out of hundreds of offices nationwide.

Amongst a career of highlights, here are a couple noteworthy examples:

- In 1985, Jack relocated to California from the east coast and started a mortgage company with 3 colleagues. As CEO, Jack led the company through robust growth in its initial 18 months to 750 employees, 22 offices nationwide, producing \$350 million per month in mortgages, and in it's first three years the company reported profits of \$42 million.
- In 1998, working as a senior partner in a 5 year-old privately held Enterprise, Jack helped the company to be recognized as Entrepreneur of the Year by Ernst & Young and ranked #10 on the Inc. 500 list of the fastest growing firms nationwide.

Personal Highlights include:

- Jack has been married for 39 years to his high school sweetheart.
- In 2007, Jack completed his first Ironman in the United Kingdom.
- Jack has now completed three Ironman's on three continents.
- In 2007, Jack qualified for the 70.3 Ironman World Championship.
- Jack has played golf at over 79 of the Top 100 golf courses in the USA.
- To date, Jack has completed marathons in 25 states plus D.C.
- Jack has bungee jumped the world's first and world's largest bungee jumps.

Born and raised in Philadelphia, Jack currently resides in San Clemente, California. His education includes an MBA from Wilmington College and a BS from LaSalle College. Jack held the rank of Captain in the U.S. Army.

A nationally known professional speaker, Jack leads with content, delivers with contagious enthusiasm, and leaves his audiences wanting more and committed to taking action. His use of real life anecdotes and his ability to say what most people "just think" leaves a message that stays with them for years. An accomplished author of books, DVD's, and business articles, Jack is committed to getting his audiences involved and taking action. He believes that success is by design, not chance. Using this formula for success, he has helped companies realize greater sales and profits! He brings to you many years of "street tested" techniques and proven methodologies designed to pull higher results from your sales and sales management efforts. Thousands of companies and professionals have benefited personally, financially, and professionally using the concepts Jack teaches. Jack has spoken to companies of all sizes, including Fortune 500, Inc. 500, YPO, EO, Vistage, Trade Associations, Conventions, Non-profits and Schools. Jack Daly speaks from experience and has helped thousands of individuals and organizations reach their full potential.



The Power of Relationship Selling

November 6, 2009

Winning Culture & Sales Management

1. Entrepreneur Insight.
2. The Bare Minimum: Measure Everything.
3. Recruit Only The Best.
4. Coach On The Field, Not In The Locker Room.

Sales

1. The Short Course on Selling.
2. Backward Thinking.
3. Leveraging the Social Media.
4. Pipeline Management and Target Marketing via Touch System.
5. Be Memorable.
6. The Best Sales People Are Canned.
7. 50% is a Head Case.
8. Success is in the Palm of Your Hand.

ENTREPRENEUR INSIGHT

1. _____

2. _____

3. _____

The Culture DNA

Four Outcomes Await:

- 1.
- 2.
- 3.
- 4.

And How?

- **Communication**
- **Team Building**
- **Reward**
- **Competition/Contests**
- **Fun**
- **Recognition**
-

EMPOWERMENT

1. It is right for the customer?
2. Is it right for our company?
3. Is it ethical?
4. Is it something for which you are willing to be accountable?
5. Is it consistent with our company's basic beliefs.

**IF THE ANSWER IS “YES” TO ALL FIVE
QUESTIONS – DON’T ASK – JUST DO IT!**

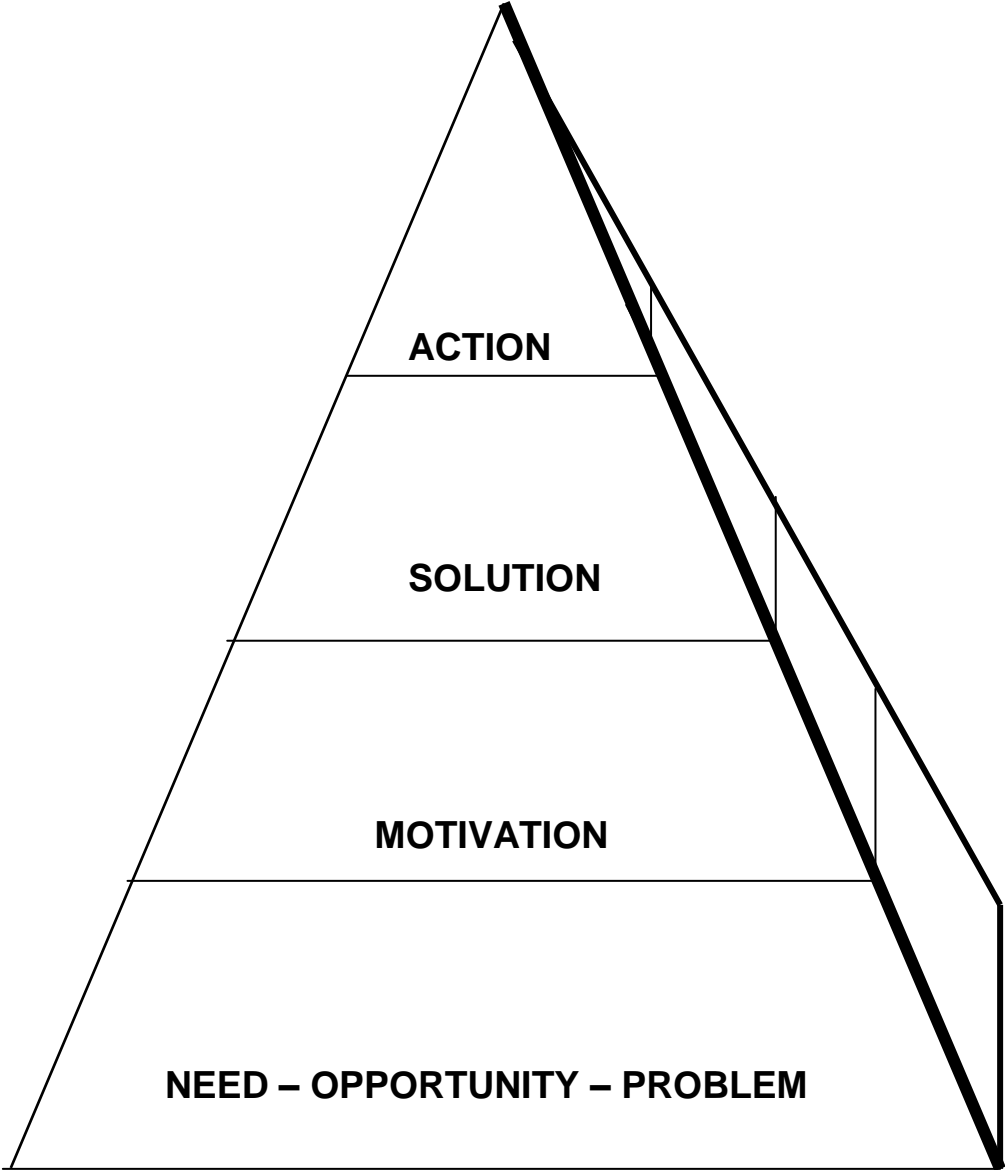
Empowerment, at its best, is always an inside job.

2. The Bare Minimum: Measure Everything

3. Recruit Only the Best

4. Coach on the Field Not in the Locker Room

THE CRITICAL PATH



Backward Thinking

Define _____ Chart Back to the _____.

1. _____

2. _____

3. _____

4. _____

THINGS THAT GET MEASURED GET DONE

-
-
-
-
-
-
-
-
-

Leveraging Social Media

1. Doing homework on the prospect company.

2. Doing homework on the prospect person.

PIPELINE MANAGEMENT

WINNING NEW ACCOUNTS /
GOING WIDE AND DEEP WITH EXISTING ACCOUNTS

SELLING IS THE _____
OF _____.

Target Management via Touch System

Be Memorable!

1. First Impressions

2. “Immediate” Follow up

The Best Sales People Are Canned

Success Guide

- Why me?
- Why MY company?
- Feature and benefits of each product.
- Objection Guide.
- Question Guide.
- Success examples.

This guide is dynamic! Constantly improve it by observation of responses and listening to the superstars.

There's hardly anything that goes on in a sales call that couldn't be anticipated before one's arrival.

50% Is A Head Case

FIVE FOUNDATIONAL **LAWS FOR SELF-RENEWAL**

1. The law of _____
 - *Success* comes from doing what we know we should be doing, when we should be doing it, whether we want to or not.
 - *Conflict* comes from doing what we know we should not be doing.
2. The law of _____
 - You are *responsible* for the outcomes you experience.
 - The *actions* you take determine your outcomes.
3. The law of _____
 - If you really *believe* you can be, have, or do something, you will create the circumstances and find the people to allow you to be, have, or do.
 - The *subconscious* mind determines your direction in your pursuit of your goals consistent with your deepest beliefs and thoughts input by your *conscious* mind.
4. The law of _____
 - Your life is a direct result of your *expectations* for it.
 - Focused positive expectations will create focused positive results.
5. The law of _____
 - A *belief* is the guiding factor, principle, passion or faith that provides direction in life.
 - Our *belief systems* will cause us to act in accordance with the belief, whether it is reality or not.

“We can’t do business by remote control”

**SUCCESS
IS IN
THE
PALM
OF
YOUR
HAND**

JACK DALY BUSINESS GROWTH TOOLS

COACHING COMPANIES TO GREATER SALES & PROFITS

Jack Daly follows through on the "How To's" of proactive sales management. Here's how to:

- Recruit Top Performers
- Track and Measure Performance
- Reward and Recognize

Along with many more street tested, easily implementable actions. Guaranteed to benefit the seasoned sales manager as well as those new to the role.

DVD + Audio CD (3 hours live) \$225 ____ (a)

Audio CD (2 hours live) \$40 ____ (b)

SMART SELLING THROUGH VALUE

Jack Daly shares "What Works" in the field of sales. Over 50 business building ideas such as:

- Overcome Call Reluctance
- Effective Time Management
- Goal Setting and Measurement
- Getting the Appointment
- Securing the Relationship

Sales professionals of every level of experience will pull-out several winning ideas.

DVD + Audio CD (4 hours live) \$225 ____ (d)

Audio CD (3 hrs live) \$50 ____ (e)

BUILDING A WORLD CLASS SALES ORGANIZATION

Jack Daly developed this audio tool to help entrepreneurs to jump-start their business. Beginning with the foundation of an effective mission statement, Jack details how to lead your company and sales team to robust growth. (3 hours live)

Audio CD \$50 ____ (g)

CULTURE BY DESIGN

How to design a successful, proactive culture. The culture of a company is at the heart of winning. Jack shares principals on communication, recognition empowerment and rewards.

DVD + Audio CD (3 hrs live) \$225 ____ (i)

Audio CD \$50 ____ (j)

JACK ME UP

21 Sales Action Ideas. The goal here is implementation. Listen to one action step each day and watch your business grow.

Audio CD \$40 ____ (k)

JACK EM UP

Jack Daly's antidote to the boring, non-productive sales meeting. 18 action steps to conducting better sales meetings, as well as a tie-in to video action items to end each sales meeting with a personal challenge by Jack.

DVD + Audio CD(1.5 hrs live) \$175 ____ (l)

Audio CD \$50 ____ (m)

CULTURE CASE STUDY DVD

Learn how Jack re-tooled 1-800GOTJUNK. Watch as Jack and Brian Scudamore diagnose, brain storm, create and implement the processes needed to improve the 1-800GJ call center.

DVD + Audio CD (1.5 hrs live) \$125 ____ (n)

COACHING COMPANIES- UPDATED VERSION

Here's Jack in action live from Australia with his most recent audio/video ideas on growing a sales force and growing one's business. Action packed and loaded with take-aways, this is the ideal update to Jack's original "Coaching Companies to Greater Sales & Profits presentation.

DVD (3 hours live) \$175 ____ (o)

BOOKS

REAL WORLD SALES STRATEGIES THAT WORK

Twelve chapters from twelve sales pro's, led by Jack Daly. A power packed collection of insights and strategies to help grow your business.

\$20 ____ (p)

REAL WORLD MANAGEMENT STRATEGIES THAT WORK

Jack Daly leads off this group of twelve experts on effective management practices with his detailed approach to recruiting and landing the best of the best sales professionals. No theoretical principles here. Pure "Taking Action".

\$20 ____ (q)

DALY SALES MOTIVATORS

Here are insights into the real world of sales. Jack's collection of over 20 years delivers a sales action idea for each day of the year .

\$15 ____ (r)

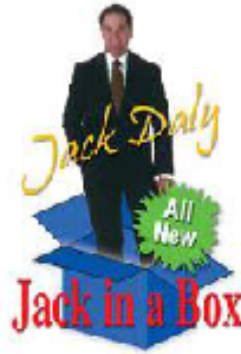
COACHING COMPANIES TO GREATER SALES & PROFITS

366 sales management ideas, collected by Jack Daly over the past 25 years. Here are specific action ideas to help find, keep and grow top performers.

\$15 ____

***SIMON SINEK ON CULTURE- \$150**

List \$660
Package
Special
\$450



VALUE PACKAGES

List \$1250
Package
Special
\$900



(One of Everything!)

Combo includes:

- Coaching Companies to Greater Sales & Profits DVD/CD/Workbook set. (a)
- Smart Selling Through Value DVD/CD/Workbook set. (d)
- Daly Sales Motivators book- 366 Sales ideas. (r)
- Coaching Companies book- 366 Sales Management ideas. (s)
- Real World Sales Strategies That Work book. (p)
- Real World Management Ideas That Work book. (q)
- Building a World Class Sales Organization CD. (g)
- Coaching Companies CD. (b)
- Smart Selling Through Value CD. (e)

Culture By Design

Combo includes:

- Culture by Design CD/DVD Combo-How to design a successful, proactive culture. (i)
- Culture Case Study DVD-Learn how Jack retooled 1-800GOTJUNK. (n)
- Jack Em Up CD/DVD Combo -18 ACTION steps to a better sales meeting. (l)
- 10 Jack Me Up Audio CD's- 21 Sales ideas to use in the field. (k)
- Coaching Companies Recently Updated DVD-Management strategies live from Australia. (o)
- BONUS- Simon Sinek on Culture DVD. (t)

THE DALY DOUBLE

One Jack in the Box + One Jack Outside the Box

List \$1910

Package Special \$1350

Also Available * Jr. Jack for the Sales Professional List \$310 Package Price \$225

GRAND TOTAL \$ _____ USD

Applicable tax, shipping & handling
will be added to the total.

PLEASE CHARGE (circle one)

AMX MC VISA

For Additional Information about Jack Daly

Please call 888-298-6868 or email

jennifer@jackdaly.net

www.jackdaly.net

Yes! Please add me to your distribution list
for our FREE e-mail newsletter

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Credit Card # _____

Exp date ____ / ____ V-Code _____

EMAIL _____ Signature _____

PHONE _____ FAX _____

Name/Date of event: _____

PROFESSIONAL SALES COACH, INC.

Speaker Feedback Form

What did you think about today's program? (Rate on Scale of 9 to 1-1 being low)

Overall: (1-9) _____

Content: (1-9) _____

Delivery: (1-9) _____

Relevant to Needs: Yes or No

Suggestions for Improvement: _____

General Comments: _____

I would like more information on:

____ Engaging Jack as a keynote speaker or trainer for my company

____ Training tools provided by PSC to enhance this session

Name _____ Title _____

Company _____ E-Mail _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

One of PSC's major sources of business is through referrals. Below, please fill in the information for any company that you feel needs a sales/sales management shot in the arm that would benefit from exposure to Jack Daly and Professional Sales Coach's philosophies and training:

1-Referral's name _____ Title _____

Company _____ E-Mail _____

Phone _____ City/ST _____

2-Referral's name _____ Title _____

Company _____ E-Mail _____

Phone _____ City/ST _____

3-Referral's name _____ Title _____

Company _____ E-Mail _____

Phone _____ City/ST _____

Thank You!