

“The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense . . .”

— Thomas Edison

The Ultimate Sales Academy is highly interactive; utilizing video role-playing to directly apply lessons, get prompt feedback and create a record for the graduate's future reference. The Ultimate Sales Academy offers private classes for larger groups.

“Every sale has 5 basic obstacles: no need, no money, no hurry, no desire, no trust...” — Zig Ziglar

During six eight-hour sessions, the learners will self-assess their commitment to being a sales professional, learn disciplines that prepare them for sales success, and demonstrate their sales performance skills. There is ongoing follow up with the graduate and their employer to monitor the effectiveness of the program.



Hosted by:



The NIACC Continuing Education Department



www.ultimatesalesacademy.com



Founded on a simple premise:

Sell Stuff

Make Money

Sell More Stuff

Make More Money

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The single greatest human resource shortage for business, both nationally and internationally, is professional salespeople. Too often, men and women are thrust into the marketplace, inadequately prepared and told to just sell. The result is poorly represented products—or worse, poorly and unethically represented products—leading to falling sales, shrinking margins and closing doors.

“There are so many stories about bad salespeople because there are so many bad salespeople...”

The Ultimate Sales Academy teaches selling as a profession—equipping the learner with the skills and disciplines necessary to be the top salesperson at any company.



“Nothing happens until somebody sells something. . .”

— Unknown

Every business depends upon the skill of its sales representatives for its survival.

The Ultimate Sales Academy does not teach product knowledge; it educates on how to be a top business-to-business sales performer, regardless of industry sector.

The Ultimate Sales Academy draws upon the last 100 years of research on professional selling. There is no ‘canned’ program with a cute name; instead, there is a set of fundamental disciplines which enable graduates to adapt and respond to selling opportunities. Completion is not an end, but the establishment of a foundation upon which the graduate builds his or her sales career.



Sales is hard work; no course or technology will ever change that. The Ultimate Sales Academy makes that hard work more productive. Bad selling has created social stigma about salespeople and even created stereotypes. How many parents hope their child grows up to be a salesperson? But everyone sells; sales is fundamental to human interaction. The Ultimate Sales Academy rejects manipulation and trickery; graduates use preparation, passion and performance to achieve their goals and the goals of their customers and employers.

“No one is too big to go out and make a sale. . .” — Stanley Marcus

