

# High Performance Sales Coaching

“Everything You’ve Learned About  
Selling Is Wrong... Now You Can  
Rapidly Build Trust With Customers,  
Dominate Your Market With  
High Performance Sales Coaching!”  
**Results Guaranteed**

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# High Performance Selling

## How To Magnetically Attract New Customers

**Announcing: A Powerful Sales Coaching Program for Individuals, Sales Teams and Companies.** If you want to make staggering profits and skyrocket your income by improving the way you approach sales, this all-inclusive program is an absolute must.

Do you hate wasting time and your hard-earned money on prospecting that doesn't work or frustrated with cold-calling grunt work that produces dismal results? I don't blame you! If you keep doing things they way you've always done them, you can only expect to get what you have always got... Now there's a better way, proven to get results under fire.

**You Want to Know What 'High Performance Selling' Is?** High Performance Selling is a powerful methodology for leveraging a proven, very different substitute for old-fashioned selling where rejection and burn-out are the norm - Get the ultimate sales productivity with HPS!

Why replace unaccountable, wasteful, costly and archaic sales procedures? A better life! Our program radically changes the entire relationship between you and your customers! It puts your sales on auto-pilot that attract new customers who are ready and able to buy.

**High Performance Selling** uses different methods, most notably, specialized lead generation and multi-step sales letter sequences. You can quickly learn to use these methods to revolutionize the ways you get new business; and the ways you retain and stimulate repeat and additional business from past customers to secure huge profits.

**High Performance Selling** is the ultimate productivity improvement tool; because it drastically reduces the time you spend trying to get to the point of making a sale by only dealing with your best clients.

**High Performance Selling** is the ultimate attitude improvement tool because it virtually wipes out rejection, trial-and-error experimentation, frustration from wasted effort, and burnout. It provides you a solid foundation to build your sales on, securing predictable, reliable and consistent sales growth even in the most difficult economy.

**High Performance Selling** is the ultimate profit / income tool because it reduces your advertising or prospecting costs and time, speeds up sales, and quite simply, you will make more money without working more hours and investing more capital.

**High Performance Selling** is the most valuable program that I have ever assembled. This Sales Coaching Program features simple, ready-to-use, paint-by-numbers selling systems for your business.

### Who Should Enroll?

1. Any sales professional who needs appointments with qualified prospects.
2. Any business owner in any field interested in magnetically attracting new customers.
3. Any professional (CPA, Attorney) involved in practice building.
4. Any network marketer.
5. Any CEO interested in greater ROI from their business.

### How Can I Be Sure High Performance Selling Will Work In My Business?

In 17 years as a Sales Coach I have implemented these same powerful techniques in hundreds of different types of businesses and professional practices. Understandably, everybody thinks their business is different. The first thing you should know is that most are not. Most "one-of-a-kind" businesses have a great deal in common with many other businesses.

Second, I've generated over \$287,000,000 in sales with the program; odds are heavily in your favor that this Sales Coaching Program will pay for your investment 10 times over. And best of all you'll be able to 'just' steal (with my permission) the sales letters and advertisements included, and with 90% of the work are ready done for you – you'll increase your sales in short order.

### How Much Does It Cost?

What if I told you it cost you NOTHING! By many standards that's absolutely true. If you hire a copywriter (not one of my stature), you'll pay at bare minimum \$5,000 just to get one sales letter. Hire a copywriter or consultant of my caliber and you'll pay much more. So the program pays for itself very quickly. More importantly, I give you a special guarantee.

### I Believe In You and Therefore I Guarantee You Can Make A Massive Profit!

This program puts sales strategies to work to put money in your bank account. Here, in this program you've got sales tools absolutely guaranteed to work!

**Call to reserve your seat** 1 (713) 927-4494 or go to [www.JoeHeller.com](http://www.JoeHeller.com) right now to get started with High Performance Sales Coaching today, and watch your sales soar! Call Today and get 20% Off Your First Session!

**Accelerate Your Sales Today! † 1.888.543.5537**

# High Performance Sales Coaching Topics

Accountability and how to assign it  
Acquisitions, how to build a pipeline  
Administrative, how to hire your sales assistant  
Administrative, how to lead your sales department  
Advertising, how to measure your results  
Alliances, national/regional/industry/professional  
Appreciation programs for clients/customers  
Assessments for hiring, behavior  
Assessments for hiring, benchmarking  
Assessments for hiring, sales skills  
Assessments for hiring, values  
Attitudes, how to manage  
Balancing a new company start-up  
- sales versus expenses  
Balancing professional and personal time  
Board of Advisors, how to build  
Board of Directors, how to build  
Book writing, what are the steps  
Brochures, how to create/develop  
Budgets, how to build  
Business brokering / partnering  
Business plans, how to build  
Business writing skills  
Buy a company, from start to finish  
Career paths, in writing  
Career planning  
Career transition, a 24-step process  
Cash management  
Centers of influence  
Chambers of Commerce, how to leverage  
Change leadership  
Change, how to communicate  
Client / customer loyalty  
Client / customer orientations  
Client / customer retention strategies  
Client / customer testimonials  
Client / customer...lifetime value  
Coaching business, how to build  
Coaching business, how to grow it  
Coaching skills, for sales managers  
Coaching skills, for sales professionals  
Coaching skills, to improve performance  
Coaching skills, train-the-trainer  
Coaching, first-time managers  
Collection policies / procedures  
Communications, external  
Communications, internal  
Compensation plans, how to build them  
Compensation, how to increase yours  
Compensation, teams  
Competition, how to sell against  
Competitive strategies  
Computer / information theft  
Conflict resolution / management  
Confrontation skills  
Consulting business, how to build  
Consulting business, how to grow it  
Corporate image / letterhead  
Corporate politics and how to manage  
Customer / client satisfaction, how to measure it  
Customer loyalty...how can we earn it?  
Customer/client service, as marketing strategy  
Customer/client surveys  
Customer/client, at your website  
Customer/client, earning loyalty  
Customer/client, how to measure  
Customer/client, moments of truth  
Customer/client, positively outrageous service  
Customer/client, tied to values  
Customer/client, with key clients/customers  
Customer/clients round tables  
Database marketing, clients  
Database marketing, prospective new clients/customers  
Decision-making  
Delegation skills  
Direct mail  
Disaster management, how to handle  
E-mail, database building  
Distance learning  
E-mail list building  
E-mail lists, how to manage  
E-mail newsletters  
E-mail, information gathering  
E-mail, permission marketing  
E-mail, relationship building  
Employee complaints and how to handle them  
Employee incentives/motivation, what works and why  
Employee reviews  
Employee turnover  
Employee, bonus programs  
Employee, incentive programs  
Employee, retention programs  
Executive assistants, how to maximize  
Executive compensation  
Executive leadership  
Executive teams  
Exit strategies  
Marketing brochures  
Marketing calendar, how to build  
Marketing communications  
Marketing information/tools, centralized ordering  
Marketing plans  
Marketing positioning  
Marketing, using an effortless model  
Marketshare, how can we improve it?  
Meetings, how to follow-through  
Meetings, how to prepare  
Meetings, how to run  
Meetings, monthly  
Meetings, national  
Meetings, one-on-one  
Metrics / ROI  
Facilitation skills  
Financial statements, how to use in prospecting  
Financial statements, how to use in selling  
Firing an employee  
Firing an executive  
Genius work, how to achieve  
Goal setting for you  
Goal setting for your team  
Goals setting, for your company  
Grooming sales leaders

# High Performance Sales Coaching Topics

Group sales presentations  
Hiring, the Top 3%  
Holiday gifts for your team  
Holiday gifts, for clients/customers  
Human resources, the fundamentals  
Internet marketing  
Internet permission marketing  
Internet virtual trust  
Internet websites  
Interviewing, by telephone  
Interviewing, final meeting  
Interviewing, first/second meetings  
Interviewing, how to find Super S tars  
Interviewing, presenting compensation  
Interviewing, reference checks  
Interviewing, resume reading  
Job descriptions  
Job posting, internal  
Joint ventures  
Key clients  
Key prospects  
Launching a new company/business  
Launching a new product  
Launching a new service  
Lead generation  
Lead/networking groups  
Leaders, and how to grow/groom  
Leadership, and how to lead  
Leadership, compensation  
Leadership, how to groom Super Stars  
Leveraging technology  
Listening skills  
Lost business, what does it cost  
Managing conflict  
Presentation skills (sell more from the platform)  
Sales, by telephone  
Sales, coaching your team  
Sales, compensation plans  
Sales, CSP {consultative sales process} training  
Sales, forecasting  
Sales, group presentations  
Sales, how to find Super Stars  
Sales, how to groom sales managers  
Sales, how to improve closing ratios  
Sales, incentive plans  
Sales, incentives programs  
Sales, letters  
Sales, lifetime value of a client / customer  
Sales, listening skills  
Sales, monthly one-on-one's  
Sales, national clients / customers  
Sales, presentations on the Internet  
Sales, professional / industry alliances  
Sales, profile cards / contact management software  
Sales, prospecting  
Sales, quotas (set / manage)  
Sales, referrals  
Sales, re-selling former clients/customers  
Sales, responding to RFPs  
Sales, selling the silent decision-maker  
Sales, setting weekly and monthly goals  
Sales, SPIN training  
Sales, surveying clients / customers  
Sales, territory / client management  
Sales, testimonials  
Sales, the art of questions  
Sales, the perfect training manual  
Sales, to medium/large companies  
Sales, to small companies  
Sales, tracking/measuring performance  
Sales, voice mail is our friend  
Sales, your perfect client  
Sales / revenues are declining, how to fix it (turnaround)  
Sell your company, from start to finish  
Setting goals  
Setting standards  
Short staffed, what are your options  
Speakers, how to hire  
Speaking career, how to build  
Speaking career, how to grow it  
Speaking skills  
Starting a business  
Strategic alliances, how to build/create  
Strategic planning  
Team compensation  
Team leadership  
Technology, how to leverage it  
Technology, how to link with clients/customers  
Tele-Seminar, as focus groups  
Tele-Seminar, at your website  
Tele-Seminar, for client/customer orientations  
Tele-Seminar, for prospecting  
Tele-Seminar, for training  
Tele-Seminar, guest/expert presenters  
Tele-Seminar, how to rent our conference system  
Tele-Seminar, train-the-trainer  
Tele-Seminar, what to do after a sales call  
Tele-Seminar, what to do before a sales call  
Tele-Seminar , what to do during a sales call  
Telemarketing  
Telephone skills  
Testimonials  
Time management  
Trade shows, how to do/improve  
Trademark registration  
Training  
Training binder, how to build  
Training programs, how to build  
Training programs, how to improve it  
Training, advanced topics/techniques  
Training, leadership  
Training, new employees  
Training, sales orientation week  
Training, sales  
Training, the perfect manual  
Values and beliefs  
Virtual trust, how to build it  
Web-base training  
Website linking  
Website, how to build  
Website, how to get your own domain  
Website, how to market it  
Writing a book, what are the steps  
Writing skills, how to improve your sales copywriting

# Who Else Wants Explosive Profits?

## Testimonials

Tony Robbins introduces Joe, (on stage in Texas) "... he is defined as a unique individual that represents 1/10th of 1 percent of the population, he is known as an integrator, an individual focused on achievement, his mission is oriented toward the solution."

[Anthony "Tony" Robbins](#), **Unlimited Power**

"Joe is one of the most innovative thinkers on the sales "front-end" to capture client interest that I've met in 20 years."

**Neil Rackham**, Author [SPIN Selling](#)

(on stage with Tom in Texas) "...Joe is my idea of a true champion, he is a credit to the profession we call selling, growing individuals and taking them to the next level is who Joe is. He is unselfish, sharing his talents to champion the best solution for his clients."

[Tom Hopkins](#), **How to Master the Art of Selling Anything**

"Joe is one of the best upcoming talents I've seen in years, I am impressed with his knowledge, ability to communicate and desire to help others succeed. If I was in sales today, I'd choose Joe as my guide to greater selling success."

[Jim Rohn](#), **International Speaker, America's Foremost Business Philosopher**

"Joe is outstanding; truly an extraordinary sales leader who is quickly becoming one of today's most sought-after speakers."

**Robert Stuberg**, President [Success.com](#), EVP [Nightingale Conant](#)

"Wow, Joe is a sales master, his motivating style and charisma tied with information you can use today. I consider Joe a powerful speaker that any aspiring organization should hear."

[Mark Victor Hanson](#), **Chicken Soup for the Soul**

"As the former CEO of Ernst & Young Consulting in Singapore, I have worked with Fortune 100 companies in a dozen industries on five continents with the best advisors money can buy. Joe Heller stands out as an *AMAZING* master of sales, dedicated to significantly increasing your sales and ensuring that you and your clients receive a return on investment. I have come to know Joe as partner and now as a friend, a man dedicated to service with a big heart and firm grip on selling unlike any I have ever seen. If you want to you to skyrocket your sales and take a quantum leap in your business engage Joe and fasten your seat belt. He will take you places you never dreamed possible."

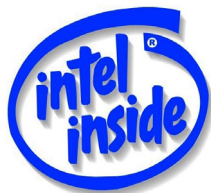
**JD Messinger**, [Chairman Essence Enterprises](#), **Ltd**, **CNN Host of Global Evolution**

(speaking to 4,000 people in ASIA) "You did a great job. All the feedback has been very positive. It never occurred to me that you were jetlagged and almost passed out. You were great in spite of all your "physical ailments". Now you make me wonder how you would have really been if you were 100 %!"

**Ramzi Toubassy**, VP & Deputy Chief Agency Officer. [AIA Malaysia](#)

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Join Hundreds of CEOs, Sales Leaders,  
Entrepreneurs, Professionals and Sales People  
Who Regularly Seek Out Joe's Advice as  
"Their" Sales Coach  
To Win More Sales, More Profitably  
Even In The Toughest Economy!

Act Now and Receive A 20%  
Reduction on Your Initial Consult  
Your Results Guaranteed!

[www.JoeHeller.com/coach](http://www.JoeHeller.com/coach)

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