

*The new rules of selling
demand personal confidence,
a sound sales strategy and
modern communication skills*



**One Firm...
Three Presenters.**

*The illiterate of the 21st century
will not be those who cannot read and write,
but those who cannot learn, unlearn
and relearn.*

-Alvin Toffler



Bill Caskey, Founder



Knowledge Is Power. No Excuse For Failure.

“What’s interesting is that in my early years I considered myself a lousy sales person. But as I look back I realized I never had good training. Consequently, my life’s work is in getting great content and education to sales professionals worldwide. **There is no excuse for failure in sales if you’re properly trained.**”

In the last 20 years, Bill has written books and papers, produced CD’s and created multi-media content for business-to-business sales teams. His book, Same Game New Rules, has become a standard for training high income sales staffs. It’s been shipped around the world to over 22 countries.

When Bill is not training, podcasting or writing, he spends time with his family and on the tennis court. (Basketball is his sport of choice, but the 50 year-old knees just don’t operate like they used to.) He also runs, lifts weights, and bikes a little in the summer.

He’s married to Jane and has two children, Kelly, 28, and Kara, 14. Since his family is all younger than him (by many, many years), their job is to keep him young. And they do.

“ I’ve seen a lot of sales training in my years. And have yet to see someone who has nailed the profession like Bill has. His material is fresh and effective. I’ve looked at them all. He’s got the best material going.”

*-Bob Bly, Author,
Become a Recognized AUTHORITY In Your Field*

Bill contributes frequently to www.billcaskey.com
and co hosts The Advanced Selling Podcast with Bryan Neale (www.advancedsellingpodcast.com).

To view videos of Bill, go to www.caskeyspeakers.com.

Brooke Green, Speaker/Trainer/Consultant



Change Your Thoughts. Change Your Results.

“I joined the sales team with no leads, no sales experience, and no customers. Fortunately, my company invested heavily in training and in five years, I tripled my income and even delivered a solution worth over \$6,000,000 to my company. Through that, I learned that sales results were impacted not by my actions, but by my thoughts. Consequently, my passion today is to share what I learned with those who are seeking new ways to sell.”

Brooke realized the joy in watching others grow and have their “AHA” moments while working in Business Development for a logistics company. Through a very odd series of careers from dancing in musicals, waitressing, managing a restaurant,

selling, and now teaching – Brooke’s growth has always been about the people that she has encountered who have pushed her to the next level. The joy she found in her growth is her goal for her audience and students. If you can’t have fun,

why do it? She is a wife and mother to a 6-year old son, Jack. Her sense of humor and goofy outlook on life are infectious and entertaining as well as inspiring.

“Brooke is one of those rare individuals that really ‘gets it’. She has a servant’s heart and a natural ability to help others connect the dots. Brooke is grounded firmly with high-intent and our team continues its engagement with Caskey because of her.”

*-Patrick Wiseman
Director of Business Development, St. Vincent Health Network*

Brooke contributes frequently to www.billcaskey.com
and hosts Ultimate Sales Chick Podcast (www.ultimatesaleschick.com).

To view videos of Brooke, go to www.caskeyspeakers.com.

Bryan Neale, Partner



No Tolerance For Fakers.

“I have an extremely low tolerance for people who ‘fake’ their way through the sales process, don’t take 100% accountability for their results and don’t think massive growth is possible. I have been a student, a user and a teacher of our philosophies for 11 years.

We’re real. We’re common sense. We’re efficient and we work.”

Bryan fell in love with training and development as a sales manager at Procter and Gamble. He has since worked in the entrepreneurial sector teaching, coaching, selling and leading using the Caskey philosophy and process. Bryan has a diverse set of experiences and accomplishments to his credit: national sales manager,

award winning salesperson, business owner, private pilot, real estate developer, self-taught pianist, DJ, contestant on The Price is Right, co-founder of one of the largest student philanthropies in the country and father of four children. He also works as a Big Ten football official and has officiated

such notable games as Notre Dame v. Penn State, Appalachian State v. Michigan, Michigan v. Ohio State, 2007 Cotton Bowl and the 2008 Gator Bowl. Bryan draws on all these experiences to create an entertaining, useful and interactive program for your group. He is truly unique. (Just read this again.)

“In my 30 year career, I have sat through hundreds of sales speeches, training sessions and breakouts. NEVER have I heard an approach that was as refreshing as Bryan’s. He had instant rapport with my team and consequently, learning was off the charts.”

*-Steve Jackson
President, Star Leasing*

Bryan contributes frequently to www.billcaskey.com
and co hosts The Advanced Selling Podcast with Bill Caskey (www.advancedsellingpodcast.com).

To view videos of Bryan, go to www.caskeyspeakers.com.

Keynotes, Short Programs, and Breakout Sessions

REINVENTING THE CUSTOMER EXPERIENCE

Strategies to Create Lifetime Clients

30 minutes, 90 Minutes, 2 hours

Presidents, Sales Managers, VP Sales, Entrepreneurs, Sales Executives, Marketers

Customer experiences in B2B are at an all time low. Walker Information recently reported that over 50% of companies are “unhappy to moderately unhappy” with their suppliers. That number should shock you. That means when you look down your top client list, half of them are vulnerable. This topic will teach you how to look differently at your customers and create meaningful value points to keep them coming back and creating referrals. Marketers, sales managers, CEO’s – anyone who cares about customer interaction should care about this topic.

In this speech you’ll learn:

- Where most problems happen in the customer experience
- Why the “turnover meeting” is a misnomer and should be stopped immediately
- What your customer really wants from your solution – it goes way beyond the proposed solution on the contract
- The Five Basic Competencies of the Project Manager to help him/her manage the customer relationships
- Why most companies fail miserably at referral generation – and why the customer experience is at fault
- Three easy-to-implement strategies that will move the experience needle for you
- Why everyone in your firm should understand the “buyer psyche”

REWIRE THE SALES MIND

How to Communicate Value in a Stressed-out, Overwhelmed, ATTENTION-DEFICIT World

30 Minutes, 90 Minutes, 2-4 Hours

Presidents, Sales Managers, VP Sales, Entrepreneurs, Sales Executives

It’s no secret that “attention” is the scarcest resource your prospect has. How do you get his attention in a world where people are overwhelmed, overworked and stressed out? Well, one way NOT to do it is to come to the party wired in the old way – meaning the “convince, persuade and defend” way of selling. That’s old thinking. And will only result in frustration about your results. There is a new way to approach, communicate and achieve – and it comes by rewiring your thinking about what it means to be in professional sales.

In this speech you’ll learn:

- How you must change your mindset in order to control the sales process
- Why your perspective of your most basic sales role must change slightly in order to change your results
- How your “defined message” will be the decision point a prospect will use to decide if they want to explore a relationship with you
- How you must “demonstrate value” and how it isn’t what you’ve been led to believe it is
- How the “natural buying cycle” works (in human nature) and how transgressing that sets you up for failure

Breakout Sessions / Long-Form Training Sessions

Selling A High Priced Product In A Commodity World

How To Get A Premium For Your Solution

60 minutes, 2 hours, 4 hours

Let's get one thing straight – it costs more money for a vendor to deliver a high-value solution than it does an “off-the-shelf” solution. Consequently, you and your sales team need to be competent at selling that high-value, high-priced solution. If not, you'll be dropped into the ‘commodity dungeon’ where low margins and long selling cycles await.

Rewire The Sales Mind

Changing Results By Changing How You Think

60 minutes, 2 hours, 4 hours

“Convince, persuade and defend” – that's old thinking and will only result in frustration about your results. There is a new way to approach, communicate and achieve. This content provides not only a way for the learner to understand what it takes to rewire the sales mind for success in today's age, but also gives him/her strategies, tactics and approaches to use in real world situations. This deals with new business acquisition as well as account expansion with current clients.

Easy Money

Building A Strategy For Lifetime Clients And Market Excellence

60 minutes, 2 hours, 4 hours

The facts are proven. It costs much less to grow an existing client than it does to acquire a new client. Yet so few companies maximize the potential they have with their existing client base. This content gives practical training in how to serve clients so they come back wanting more and anxious to give referrals. More and more non-sales people are facing the customer in today's complex business world. Those people need to be trained just as hard as the sales team to deliver great value and have meaningful interactions with clients.

Make Big Money, Solve Big Problems

A New Way To Think About Growing Revenue

60 minutes, 2 hours, 4 hours

Most companies miss the most obvious element in pursuing new business – a sales strategy of solving customer problems. If your team is interested only in selling stuff, then you wear out your welcome quickly in your attempt to generate new business. This content deals with applied skills on how to create an atmosphere with new/existing clients where they tell you the truth about their dreams, objectives and problems and then you are able to solve those problems and diminish the importance of price as a determining factor in whether they buy or not.

Building A Lead Generating Machine

Modern Strategies For New Conversations

60 minutes, 2 hours, 4 hours

The cold call is all but dead. There are new, exciting and more effective methods of generating leads today than there ever have been. However, most sales people are stuck in the old way of “prospecting when I need the business.” This content changes the rules around what it means to generate a lead and the sequence of events that has to happen in order for a meaningful discussion with a prospect to occur. One key ingredient of the machine is defining what an ideal prospect looks/acts like. Until you define that, the machine is tough to build.

Testimonials

Testimonials from Clients

“Being with a large company, we are exposed to many different selling systems – but Caskey’s content is special. It combines the mental and emotional side of selling with the practical side of business. Plus, Bill has a way of turning a speech into an interactive, dynamic experience for the audience. And that’s so much more invigorating for my team.”

*Galen Bingham, Director of Sales,
Major US Food Manufacturer*

“The one thing that Caskey has taught our salespeople is to think differently. I’m watching our people think bigger, get invited in to more opportunities and close more sales – 30% more revenue in the last year – than we ever did before.”

*John Hill, President
First Bankers Corp.*

“Being accountants, I was looking for a way to train our people how to sell, without looking like amateur sales people. Caskey has taught us exactly that. My people are much more confident and put themselves in the sales game more often.”

*Curt Miller, President,
Katz Sapper Miller*

“Caskey is our secret weapon. I feel what we have learned gives us such a competitive advantage – plus we have not lost a piece of business in 10 tries. Moreover, this process is sustainable over time – it has helped us systemize selling.”

*Chris Wirthwein, President,
5MetaCom*

“Bill Caskey was an excellent keynote speaker at our Sales for Entrepreneurs at Corporate College in Cleveland Ohio in the Fall of 2007. His 90-minute speech was informative, engaging and highly interactive. Bill covered a great deal of practical strategies and tactics entrepreneurs and small business owners could begin implementing immediately to improve their sales potential. He has a comfortable stage presence, as well as a natural humor that keeps the atmosphere light, yet educational. Feedback from conference attendees about his speech has been very positive, and we look forward to working with Bill in the future.”

*Brad Kleinman, Associate Director,
The Key Entrepreneur Development Center*

Testimonials from Thought Leaders

“I’ve seen a lot of sales training in my years. And have yet to see someone who has nailed the profession like Bill has. His material is fresh and effective. I’ve looked at them all. He’s got the best material going.”

*Bob Bly, Author,
Become a Recognized AUTHORITY In Your Field*

“As someone who works with leaders in many companies, I can say that if there were to be a single book on Sales Leadership, Caskey would have to write it. His concepts are psychologically sound – and his delivery style allows his message to hit home.”

*Kevin Eikenberry, Author,
Remarkable Leadership*

“Having read Bill’s book and hearing numerous presentations, I consider Bill a thought leader in the business community. We live in a world overwhelmed with messages about how to sell and how to market. His ideas on selling are fresh, relevant and powerful. Every sales team should consider his teachings.”

*John Jantsch, Author,
Duct Tape Marketing*

“We have enormous value but if we don’t have a process to communicate that value, then the prospect won’t see it. We sell to large Fortune 500 companies – they want to control us in the process. The Caskey content gives us control and helps our clients solve their problems.”

*Steve Walker, President,
Walker Information
Author, Stakeholder Power*

“Bill Caskey shows sellers exactly what it takes to acquire more customers and grow their existing ones in today’s fast-paced business environment. I find his sales philosophy, fresh approach and keen insights to be highly effective with corporate decision makers.”

*Jill Konrath, Author,
Selling to Big Companies*

Fee Menu



Our fees are dependent upon the number of people, travel time, hours of creation, time presenting and materials required. We also offer to audio record our work as well. The total fees typically run from \$5,500 to \$8,500/day.

Keynotes

60 - 90 minutes \$5,500 to \$8,500

Breakout Sessions

1 - 4 hours \$5,500 to \$7,500

Long-Form Training

2 - 6 hours \$5,500 to \$8,500

Teleseminar

with PDF handouts \$2,500/hr

Webinar

..... \$2,500/hr

Extras:

Materials Quoted separately

Audio Recording One master included in fee

Video Recording \$1,500
(License for one copy) (client provides videographer)

Same Game New Rules

Special event pricing \$10.00 per book



These fees are good for programs booked before 6/30/08.

Products

Same Game New Rules

Same Game New Rules provokes a deeper level of thought about selling and achievement in business. As the rules of selling change, thinking must change as well. For the sales professional, antiquated thinking will lead to way too much work for way too little money. This book raises the professional seller to a new level of awareness about selling and achievement. It does it by giving the reader new ways to think about the old game of selling.

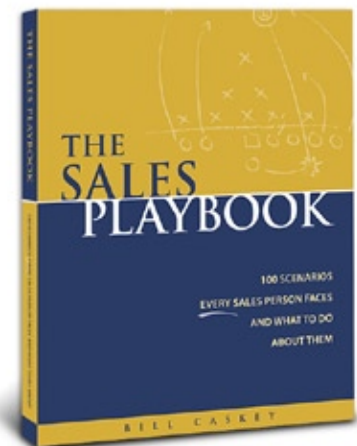


"The goal of this book is to create a new mind set when it comes to selling. It's the 'same game' but there are 'new rules,'" says Caskey. "Over the years I began hearing the same problems come from many different companies. They were all looking to increase sales but weren't sure why their techniques weren't working. This book teaches alternative methods for selling and communicating with clients, complete with real life examples and proven results."

The Sales Playbook

The Sales Playbook is a tactical guide for you to use in navigating the turbulent waters of professional selling. This has the 100 most common sales scenarios you will face in B2B selling. There is also an e-book version of this product.

You'll have the answers to 100 of the biggest sales problems in B2B selling. Sales training leaders, Bill Caskey and Bryan Neale, walk you through the scenarios that do the most damage to your sales process and your income.



Selling From Strength

How often do you or your people sell from a position of strength? Probably not frequently enough. Most sales people have been taught (trained) to be a hostage to the prospect. You may not want to hear that, but watch your team when they make phone calls – or listen to yourself. Do you hear that "voice of desperation"? It shouldn't be that way. In *Selling From Strength* Caskey offers new ways to think about old sales problems.



"I was tired of seeing sales people move through the sales process out of control. It seemed funny to me that most sales training, instead of teaching people how to communicate, were actually teaching people how to be 'one down' to the prospect. Moreover, it seemed to me that the seller should be in control – not the prospect. But that can't happen if you don't have a sound sales strategy. So I decided I needed to take the best of my sales coaching and incorporate it into a product that helps sales people be strong – be confident – and not be 'one down' to anyone."