



Dear Sales Professional,

Thank you for considering Victory Seminars and our Fundamentals of Professional Selling seminar.

When I started in my sales career over 20 years ago, I was like many people that are new to sales. I had the drive and the desire to achieve sales success, but I lacked the knowledge and the basic “know how” in order become a top producer.

It was only after I attended many workshops and seminars, and then applied what I had learned, that I finally realized my personal success and sales achievement.

I recognized that it was the practice of the sales fundamentals, based on integrity and building trusting relationships, which made the difference in my achieving the results that my sales management hired me to produce.

Some may say that “salespeople are born”. Well, to a certain extent, that may be true, but it is also my belief and my experience that salespeople can also be developed and trained to achieve a high level of sales production, and that is what our seminar workshop provides.

When I was promoted into Sales Management in a Fortune 500 company, I inherited a sales team that wanted to be successful, but did not have the basic training that is so important in becoming a group of consistent producers.

My company did not offer an internal training program for what I was looking for, so I decided to provide this training to my sales team on my own, as outside training companies simply lacked the focus I needed in order to achieve results quickly. I then measured the production of the individuals on my sales team after the training, and managed the team to ensure they were practicing the sales fundamentals.

What I learned was clear. Prior to receiving the training, many of them struggled to win a sale. But, after my salespeople were given a step-by-step process and some basic training on the fundamentals of successful selling, they consistently improved their sales performance, became much more satisfied in their sales positions, and many of them won sales recognition awards while becoming top producers for our company.

I realized that, in fact, salespeople can be developed into top achievers if they simply practice the sales fundamentals with consistency. That is why I started Victory Seminars.

Whether you are a professional Salesperson or Sales Manager, the training you receive from our seminar will be enlightening, clear, easy to understand and easy to follow. Most importantly, the training will make a positive difference in helping you achieve your sales goals.

I hope to see you at one of our seminars and I wish you much success in all of your selling efforts.

All the Best,

Rick Olson
President