

## New Sales Training Program Surprises

[The Educational Program](#) is continuing to surprise OEM's and dealers alike. Reports continue to come in with sales increases from as little as one to two units per month to dealership sales staff doubling their sales. Below are some of the dealer comments shared with The Glenn Roller Institute during the 3<sup>rd</sup> quarter of 2009.

Tulsa Scooters, Tulsa, OK

– Sacha Wycoff

*The (Educational) program was great. My co-worker and I, Jonathan both took it. It was different than what we have done previously. We were able to work it into our own way of doing things. Your message was spot on. It has helped to close more sales. I feel an ease now about closing - it takes the pressure off me and the customer when closing. It makes the customer more aware of what they want. It seems less like we're trying to put our hook in them and the customers are more involved in the whole thing. It's easier for customers to get what they*

***It's easier for customers to get what they want.***

*want. It's more like something the customer wants us to do (closing) rather than our trying to force it.*

*We love your book! We were both very surprised because we have both done many, many classes, and books and a lot of different things to learn, but this program really is different and better.*

Buynack's Bikes and Motors, Ebensburg, PA

– Jeff Buynack

*I used materials right out of the book (The Seven Evolutionary Levels to Profound Selling) and the sale just came together so easily. We were so amazed at how easy this makes it! I used your ideas right out of Chapter 2 to close two units today! It's unbelievable.*

***We were amazed at how easy this makes it!***

South Coast Scooter, Oceanside, CA

– Michelle Kamowski

*I wasn't really selling much before and it took me a very long time to sell a scooter. Since completing the program I am more confident and I'm not all over the place with my sales approach – now I'm focused. I tried the information directly from the book (The Seven Evolutionary Levels to Profound Selling) and the scooter closed! The sales are a lot faster now with the program's approach with customers.*

***Since completing the program I am more confident . . .***

*I sold another unit today. The customer wanted to be in a specific price range which we didn't have. I showed 3 choices, just like the program teaches, and it was so easy to complete the sale!*

*It's also helped me in my personal relationship by knowing the body language information. Now it's really obvious to see when my finance', for example, is frustrated. The program has definitely helped in more ways than one!*

Bill's Tractor & Equipment, Adkins, TX  
– Rick Bailes

*The program was educational. I liked it a lot, especially some of the body language (presented in Level 3), it was very interesting.*

*I was listening to the audio CD's (from *The Seven Evolutionary Levels to Profound Selling*) and I had to buy a mattress – when I went in the store the sales guy never shut up, he talked the whole time I was there. I bet he talked 90% of the time. I walked out of there saying that guy was Level 1 salesperson<sup>1</sup>. I actually threw a couple of hand signals I learned in the body language section at him to see if he would notice (my frustration) and he didn't have a clue! The book (*The Seven Evolutionary Levels to Profound Selling*) was right – most salespeople have not been trained...*

***I liked it a lot!***

<sup>1</sup> The Educational Program teaches 7 different levels of understanding and how to identify and grow to new levels.

In the end only one thing matters with this program – that it aids your efforts to sell more of the inventory you have on hand. Yes, it also provides ways to increase traffic flow without costing you additional advertising dollars.

To enroll in *The Educational Program* [click here.](#)

To see a Demonstration Video about this program [click here.](#)

Wishing you continued success,



Glenn Roller  
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**P.s. Surprise yourself and see what this program opens up for you!**

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