

# Winning the Sale



Bad sales presentations.

We've either given them or have had to sit through them. They are uncomfortable to experience, but they also are one of the biggest business sins: time wasters.

Your company may offer the best products on the market at the lowest price, but a bad sales presentation that doesn't resonate with your prospect can kill any chance you had to win a new client. If you are a sales team manager, do you have confidence in 100% of your sales team to give effective, value-driven presentations that will close the sale?

Before each sales presentation, think about these questions:

- Am I meeting with the right person?
- Am I presenting the right information?
- Is this the right time to give this presentation?
- Do I understand how this particular buyer buys?

- How am I going to communicate the confidence and earn the trust needed to close this sale?
- Do I fully understand what this buyer is looking for?

If you cannot confidently answer these questions as a salesperson or if you have doubts that your sales team conducts this analysis prior to each sales presentation, consider attending a brand new sales training workshop from Sales Performance International, the makers of our popular Solution Selling® workshop.

**"Your salesperson is now the single largest factor (39%) in a customer's purchasing decision." No other factor – product, quality, or pricing – equals the impact of a salesperson.**

*HR Chally's  
World Class Sales Research*

SolutionSpeak™ is a 2-day program designed to give participants the skills to understand and align with their buyer/audience. Participants are given the tools to differentiate themselves by creatively capturing and then connecting with their audience. Establishing credibility, competency and trustworthiness are the cornerstone concepts. By learning how buyers buy, both behaviorally and procedurally, participants learn to give effective presentations to the right person at the right time with the right information.

A SolutionSpeak™ workshop will be held at our Lexington office November 9-10. For more information, contact us anytime.

Lexington 859.271.0296  
Louisville 502.429.6444  
[www.executrainky.com](http://www.executrainky.com)

## Spotlight: Microsoft Windows Server Active Directory

### MOC 6423: Managing and Maintaining Windows Server 2008 Active Directory Servers

This two-day instructor-led course provides students with the knowledge and skills to manage and maintain Windows Server 2008 Active Directory servers. The course focuses on the Active Directory server lifecycle by creating baselines, monitoring the system health, and maintaining security for the Active Directory servers. The course also focuses on managing Active Directory Domain Services (AD DS) and Active Directory service roles.

### MOC 2279: Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory Infrastructure

This five-day course provides students with the knowledge and skills to successfully plan, implement, and troubleshoot a Microsoft Windows Server 2003 Active Directory directory service infrastructure. The course focuses on a Windows Server 2003 directory service environment, including forest and domain structure, Domain Name System (DNS), site topology and replication, organizational unit structure and delegation of administration, Group Policy, and user, group, and computer account strategies.

## Leadership Series



Back by popular demand is the ExecuTrain Leadership Series - a set of five consecutive classes that provides a comprehensive look at the most critical leadership skills. Each day a different topic is covered, so you can come to as many or as few of the classes as you'd like. The courses included in the series are: *Advanced Interpersonal Communication, Business Writing, Presentation Skills, Assertiveness, and Excellence in Supervision.*

*Upcoming dates -- Lexington: October 17-21; Louisville: October 24-28*

## ExecuTrain of Kentucky Blog

Have you stopped by our blog lately? We keep it updated with great news, tips and tricks!

Here are some recent favorites:

- Trends in Training
- Six ways to get your emails read
- SolutionSpeak™ Overview Video

Subscribe for updates at [www.executrainky.com/blog](http://www.executrainky.com/blog).

## Social Media: Find Us!

Are you a social media enthusiast? Keep up with ExecuTrain of Kentucky on your favorite social media sites:



Twitter: [twitter.com/etky](http://twitter.com/etky)



Facebook: [facebook.com/executrainky](http://facebook.com/executrainky)



YouTube: [youtube.com/executrainky](http://youtube.com/executrainky)



LinkedIn: [linkedin.com/companies/executrain](http://linkedin.com/companies/executrain)

## ExecuTrain Class Schedule

### << ET Express - Migrating Courses (90-minute sessions)

Access 2007, Excel 2007, Office 2007, Outlook 2007, PowerPoint 2007, Windows Vista and Word 2007

	October	November	December
Lexington	13	9	5
Louisville	19	21	29

### << 2010 Transition - Transitioning from Office 2003 to 2010 (1 day)

	October	November	December
Lexington	27	23	9
Louisville	5	3	15

	October		November		December	
<< Microsoft Windows	Lex	Lou	Lex	Lou	Lex	Lou
Windows 7 Basic	5	19	8	22	6	9

### << Financial

QuickBooks 2011	11	6	18	4	7	15
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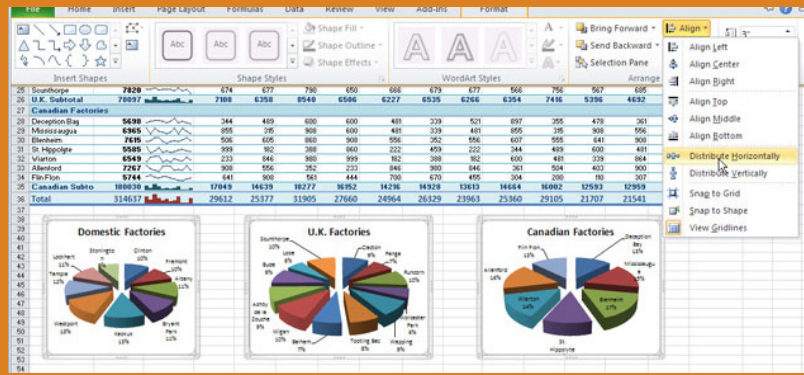
### << SharePoint

SharePoint Foundation 2010 Level 1	17-18	24-25	1-2	14-15	8-9	26-27
SharePoint Foundation 2010 Level 2	19-20	26-27	3-4	16-17	15-16	28-29
Microsoft SharePoint Server 2007 Introduction	21	28	7	18	12	20
SharePoint Designer 2007 Basic	11	18	9	16	13	21
SharePoint Designer 2007 Adv.	12	19	10	17	14	22
SharePoint Services 3.0 Basic	24	20	14	29	28	19
SharePoint Services 3.0 Adv.	25	21	15	30	29	20

# Course Schedule

	October		November		December	
	Lex	Lou	Lex	Lou	Lex	Lou
<b>&lt;&lt; Business Skills</b>						
Assertiveness	20	27	14	23	28	16
Adv. Interpersonal Comm.	17	21	10	18	13	22
Business Problem Solving	17	21	23	14	15	13
Change Management	14	24	21	17	16	19
Conflict Management	12	5	18	8	22	14
Customer Relationship Mgmt.	18	10	21	15	14	12
Business Writing	18	25	17	29	20	28
Presentation Skills	19	26	14	16	12	20
Excellence in Supervision	21	28	11	4	15	22
Frontline Leadership	10	27	16	21	19	21
Motivation	20	7	23	10	21	15
Organizational Skills	26	11	15	23	5	6
Project Teams	7	18	9	28	9	5
Strategic Decision Making	21	4	29	9	6	7
Stress Management	24	6	22	11	26	16
Time Management	12	5	18	8	29	26
<b>&lt;&lt; Databases</b>						
Access 2010: Basic	3	10	1	9	2	12
Access 2010: Intermediate	11	18	9	18	9	20
Access 2010: Advanced	18	26	17	28	16	28
Access 2007: Basic	7	3	2	8	6	9
Access 2007: Intermediate	14	7	10	16	14	16
Access 2007: Advanced	21	14	22	23	22	21
Access 2007: Application Dev.	28	21	28	29	26	27
Access 2003: Basic	7	3	8	1	6	12
Access 2003: Intermediate	12	5	11	9	13	20
Access 2003: Advanced	20	14	18	17	20	28
Access 2003: Application Dev.	26	19	30	22	27	29
InfoPath 2007: Creating Forms	11	20	15	28	8	22
SQL: Fund. of Querying	13	17	10	17	12	21
SQL: Advanced Querying	14	18	11	18	13	22
<b>&lt;&lt; Spreadsheets</b>						
Excel 2010: Basic	5	3	9	2	1	8
Excel 2010: Intermediate	13	17	16	10	6	16
Excel 2010: Advanced	19	20	23	17	19	5
Excel 2007: Basic	10	11	1	7	2	7
Excel 2007: Intermediate	17	21	7	15	7	15
Excel 2007: Advanced	25	24	15	22	12	22
Excel 2003: Basic	12	13	2	8	8	1
Excel 2003: Intermediate	20	19	10	16	19	13
Excel 2003: Advanced	28	31	22	21	27	21
<b>&lt;&lt; Graphics</b>						
Acrobat 9 Professional: Basic	14	3	8	22	14	27
Acrobat 9 Professional: Adv.	24	19	9	30	15	28
Acrobat 8 Professional: Basic	4	7	22	10	20	8
Acrobat 8 Professional: Adv.	21	25	23	11	21	9
Illustrator CS5: Basic	5	13	7	3	6	14
Illustrator CS5: Advanced	25	20	18	14	13	22
Illustrator CS4: Basic	3	4	3	7	16	7
Illustrator CS4: Advanced	20	17	21	23	22	15
InDesign CS5: Basic	6	5	4	11	1	13

	October		November		December	
	Lex	Lou	Lex	Lou	Lex	Lou
<b>&lt;&lt; Graphics cont...</b>						
InDesign CS5: Advanced	11	10	16	21	12	21
InDesign CS4: Basic	3	19	2	23	5	6
InDesign CS4: Advanced	10	26	22	30	6	26
Photoshop CS5: Basic	7	14	3	1	2	12
Photoshop CS5: Advanced	18	21	7	14	8	19
Photoshop CS4: Basic	14	3	8	4	9	20
Photoshop CS4: Advanced	28	25	23	21	15	21
PowerPoint 2010: Basic	24	12	15	7	22	15
PowerPoint 2010: Advanced	25	20	28	22	29	16
PowerPoint 2007: Basic	12	7	9	18	19	2
PowerPoint 2007: Advanced	21	24	29	23	26	9
PowerPoint 2003: Basic	5	11	4	2	6	7
PowerPoint 2003: Advanced	13	27	30	16	16	19
Publisher 2007	18	17	18	11	8	1
Publisher 2003	25	5	23	30	21	14
Visio 2007 Pro.: Basic	5	19	2	17	7	20
Visio 2007 Pro.: Advanced	6	20	3	18	8	21
Visio 2003 Pro.: Basic	12	26	9	21	28	12
Visio 2003 Pro.: Advanced	13	27	10	22	29	13
<b>&lt;&lt; Word Processing</b>						
Word 2010 Basic	6	4	3	9	6	9
Word 2010 Intermediate	14	12	14	21	14	15
Word 2010 Advanced	26	24	28	30	22	21
Word 2007: Basic	4	6	2	4	9	14
Word 2007: Intermediate	12	14	8	21	15	19
Word 2007: Advanced	21	27	16	28	16	26
Word 2003: Basic	10	12	2	8	8	2
Word 2003: Intermediate	18	20	10	16	21	5
Word 2003: Advanced	26	28	22	23	28	15
<b>&lt;&lt; GroupWare / Mail</b>						
OneNote 2007	12	6	8	16	15	20
Outlook 2010: Basic	6	3	4	3	6	5
Outlook 2010: Intermediate	13	11	10	8	14	8
Outlook 2010: Advanced	27	18	18	15	22	15
Outlook 2007: Basic	7	5	11	17	7	2
Outlook 2007: Intermediate	19	13	17	21	14	8
Outlook 2007: Advanced	26	24	22	30	28	20
Outlook 2003: Basic	10	13	7	11	5	6
Outlook 2003: Intermediate	31	27	21	23	12	29
<b>&lt;&lt; Project Management</b>						
Project 2010: Basic	4	17	1	17	13	8
Project 2010: Advanced	18	27	15	23	14	9
Project 2007: Basic	5	6	2	18	21	28
Project 2007: Advanced	17	18	14	28	22	29
Project 2003: Basic	18	7	15	29	15	20
Project 2003: Advanced	25	14	16	30	21	27
Project Mgmt. Essentials	18	14	23	15	20	9
Project Management Workshop	4-6	17-19	9-11	21-23	20-22	13-15
PMP Certification Prep	10-14	24-28	14-18	7-11	12-16	5-9
Integrated Project Management using Microsoft Project 2007	19-21	3-5	21-23	9-11	5-7	14-16



## Tidy Up Your Excel 2010 Charts

Click on the first chart to select it, then hold down the Ctrl key and click on the other charts that you want to align with each other. When all the charts you want to align are selected, right-click on any one of them and choose Size and Properties. This opens the Format Shape dialog, and the measurements that you enter in the dialogue will be applied to all the selected charts. After making the charts the same size, go to the Drawing Tools tab and click on Format. Use the Align dropdown menu on the ribbon to align the selected charts and to distribute them evenly either horizontally or vertically.

<< To find out more or to register for a class, go to [www.executrainky.com](http://www.executrainky.com).



*The way people learn.*

230 Lexington Green Circle  
Suite 420  
Lexington, KY 40503  
859.271.0296

9300 Shelbyville Road  
Suite 505  
Louisville, KY 40222  
502.429.6444



	October		November		December	
	Lex	Lou	Lex	Lou	Lex	Lou
<b>&lt;&lt; Web Design</b>						
HTML 4.01: Level 1	10	19	16	28	14	20
HTML 4.01: Level 2	11	20	17	29	15	21
HTML 4.01: Level 3	12	21	18	30	16	22
Dreamweaver CS5: Basic	19	4	14	2	1	8
Dreamweaver CS5: Advanced	26	19	22	11	13	29
Dreamweaver CS4: Basic	7	10	9	10	8	12
Dreamweaver CS4: Advanced	21	24	23	17	9	19
Flash CS5: Basic	11-12	4-5	22-23	9-10	13-14	6-7
Flash CS5: Advanced	18-19	12-13	29-30	16-17	15-16	28-29
Flash CS4: Basic	6-7	13-14	3-4	14-15	1-2	12-13
Flash CS4: Advanced	13-14	20-21	10-11	21-22	8-9	20-21
FrontPage 2003: Level 1	10	6	15	9	13	27
FrontPage 2003: Level 2	11	7	16	10	14	28
<b>&lt;&lt; Technical</b>						
CompTIA A+ Certification (2009)	3-7	24-28	7-11	28-2	12-16	5-9
CompTIA Network + Cert. (2009)	10-14	3-7	14-18	7-11	5-9	12-16

	October		November		December	
	Lex	Lou	Lex	Lou	Lex	Lou
<b>&lt;&lt; Technical (cont.)</b>						
Security+ (A CompTIA Cert)	17-21	10-14	28-2	14-18	12-16	5-9
MOC 5060: Implementing Win. SharePoint Services 3.0	11-12	5-6	7-8	14-15	8-9	20-21
MOC 5061: Implementing MS Office SharePoint Server 2007	18-20	25-27	9-11	14-18	12-14	7-9
MOC 10135: Config., Managing & Troubleshooting MS Exchange Server 2007	24-28	17-21	28-2	7-11	5-9	12-16
MOC 6292: Installing & Config. Windows 7 Client	4-6	11-13	21-23	8-10	27-29	12-14
MOC 6236: Implementing & Maintaining MS SQL Server 2008 Reporting Services	11-13	4-6	15-17	29-1	6-8	27-29
MOC 6425: Config. & Troubleshooting Win. Server 2008 Active Directory Domain Services	3-7	24-28	7-11	28-2	12-16	5-9
MOC 6231: Maintaining a MS SQL Server 2008 Database	10-14	3-7	14-18	7-11	5-9	12-16
MOC 6451: Planning, Deploying & Managing System Ctr. Config. Manager	17-21	10-14	7-11	14-18	12-16	5-9
MOC 10233: Designing & Deploying Messaging Solutions with MS Exchange Server 2010	24-28	17-21	28-2	7-11	12-16	5-9