

Are You Running Your Sales Program.....Or is it Running You?

During this dynamic presentation Gil Cargill will show your audience the facts (sometimes the hard facts) associated with selling in the 21st Century. Gil starts from the point of view that all sales forces, regardless of size, have a sales program. Even a one man band has a sales program. And unless the management of the program is done proactively, the program will manage the sales person or sales organization.

Gil's engaging presentation style that has been crafted over 38 years of platform presentation excellence provides you and your audience with an entertaining yet extremely informative session.



Moreover, Gil promises to give your audience more **usable content per presentation minute** than any other speaker in North America. **This presentation can be scaled from an hour in length to a full day**, depending on your calendar and agenda. You'll learn the best practices that are working for Gils' clients in the 21st century.

Your sales program encompasses marketing, selling and customer retention. Leaving out one of the three legs of this proverbial "milk stool" will cause your program to be highly unstable.

Don't miss an opportunity to take a look at the future of your sales program. You'll learn how to get control over it, manage yourself, your employees, and your program metrically.

Most important, you'll learn how to give yourself (*regardless of your organization size*) a sustainable competitive advantage. That's right, in the 21st century the old school "grin and grab" approach to selling just doesn't work. The new school demands a proactive metrically driven program management philosophy. This session is one session that you need to make sure you attend. Bring a pen and an open mind. You will learn a lot.

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