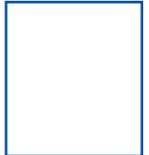




**CASKEY**  
Achievement Strategies  
Growth Mode

Open for details and your special **FREE GIFT..**



John Doe  
122 South  
Indianapolis, IN  
45444

# May we help you DOUBLE the amount of business you close this year - for FREE?

*Dear Sales Professional:*

This is not a pitch for your business -- at least not yet.

Instead, it's an invitation to attend, at no cost, a rather special program guaranteed to increase your sales 25% to 100% or more this year.

Now, lots of training programs claim, 'We'll increase your sales!'

But we actually deliver. For instance, the sales staff of a distribution supply company asked us to help them prospect more effectively. Their president says that in 5 years, annual sales went from \$3 million to \$20 million based on just one technique we shared with them.

And the owner of a logistics and transportation company says a single selling idea we gave them generated an additional \$200 million in revenue over the last 8 years. Then there's the ad agency owner we just worked with. He closed over a million dollars of new business, with no spec work or presentations.

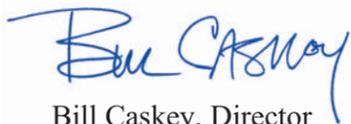
At the FREE introductory session of our Caskey New Business Development Boot Camp, you'll learn - at no cost or obligation -- a few of the unusual selling ideas that made these salespeople so much money.

You'll also discover The Power of High Intent ... Pre-emptive Problem Solving..... Attracting the Perfect Client ... Finding the Deeper Motive .....and the other master-level sales strategies we'll be sharing in the full Boot Camp (see the enclosed flier for details).

Bottom line: In just 90 minutes, you will learn about a highly unconventional New Business Development Process with the potential to double your sales within 1 to 3 years.

To attend this valuable FREE New Business Development Workshop, simply complete and mail the enclosed reply card. Or call Caskey at 317-575-0057 today. I am certain it will be worth your while.

Sincerely,



Bill Caskey, Director  
Caskey Achievement Strategies

P.S. The list price of this valuable introductory session is \$500. You can attend FREE, but seating is limited to the first 20 people who register. Call now to make sure you get in: 317-575-0057. Get a FREE copy of our new book, *Same Game, New Rules*, when you attend. See the flier for details.



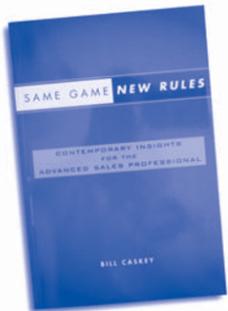
Caskey Achievement Strategies • 10333 N. Meridian St., Suite 101 • Indianapolis, IN 46290-107  
(Ph) 317.575.0057 • (Fax) 317.575.0186 • [www.caskeytraining.com](http://www.caskeytraining.com)

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**Attn: Growth Mode Registration**  
Caskey Achievement Strategies  
10333 N. Meridian St., Suite 101  
Indianapolis, IN 46290-1074





**Yours  
FREE!**



**YES**, I want to attend a **FREE** introductory session of the Caskey New Business Development Boot Camp - and get my **FREE** book, *Same Game, New Rules* - on the following date. I understand I'm not obligated in any way:

September 20th, 2003, 8a.m. to Noon

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Also, enroll these people from my company.

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_



*Bill Caskey*  
**Seating is Limited!**

# New Business Development Growth Mode

The Caskey New Business Development Process helps salespeople sell more successfully and confidently by making them more successful and confident people first.

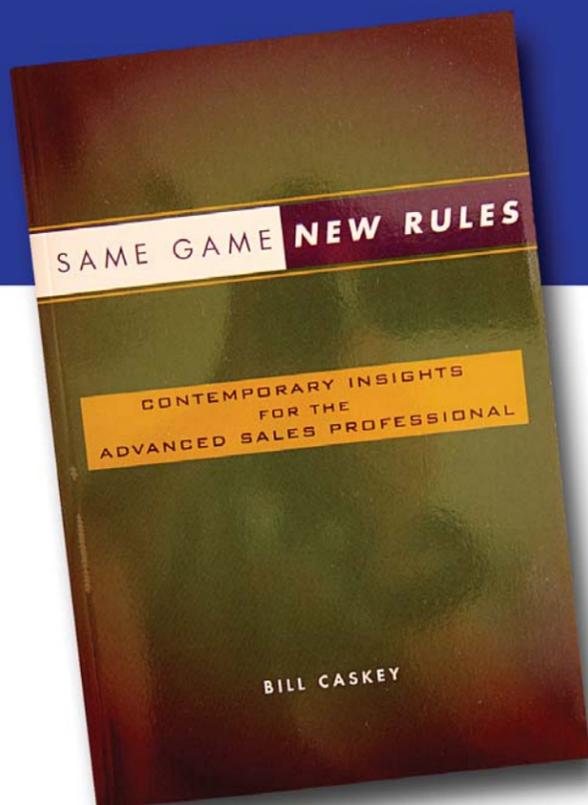
Here are the modules to be covered during the full New Business Development Boot Camp program. We will cover several of these in detail at the free introductory session.

<p><b>Building the Foundation</b>          Getting your mind right. Setting the "mental foundation" for outrageous sales success. It all starts with You!</p>	<p><b>Breaking Through Your Comfort Zone</b>          To get dramatically different results, you must do things that are uncomfortable for you. If you just do the same old things, you get the same old results.</p>	<p><b>The DISC Behavioral Profile</b>          A self-assessment test designed to reveal your personal communication style.</p>
<p><b>Inner Game Principles</b>          22 inner principles to help you connect with the market's abundance.</p>	<p><b>Basic Selling Strategies</b>          Fundamentals of the business-to-business selling process -- from prospecting to closing.</p>	<p><b>Getting Invited In</b>          How to get prospects to ask you to come in and see them, rather than you begging to get in.</p>
<p><b>Crafting Your Message</b>          Relating the value you offer to the prospect's problems and needs.</p>	<p><b>Creating an Environment for Truth</b>          Managing prospect psychology so they feel comfortable telling you the truth - and do.</p>	<p><b>Rules, Tools, and Attitudes for High Achievers</b>          30 best practices for extraordinary salespeople.</p>
<p><b>Personal Marketing Plan</b>          Planning for maximum personal achievement, income, and sales success.</p>	<p><b>Attracting the Perfect Client</b>          How to increase your closing rate from 10% to 70% or higher by selling only to the right people.</p>	<p><b>Competitive Selling Strategies</b>          Why conventional competitive selling arguments fail - and what to do instead. (Your #1 competitor is prospect complacency)</p>
<p><b>Finding the Deeper Motive</b>          Go beyond the surface to find out what really motivates your prospects to change.</p>	<p><b>The Power of High Intent</b>          Focusing on the customer and his problems -- and not the deal, the order, or your numbers.</p>	<p><b>Dissecting the Deal</b>          Proven strategies for fixing sales processes that aren't working in your business.</p>
<p><b>Getting Past Price</b>          Get the prospect to stop viewing you as a commodity ... and to start seeing you as a value-added solution to an important problem. Learn how to negotiate from strength.</p>	<p><b>Your Economic Value</b>          Demonstrate the positive ROI that will result from using your product or service vs. using another product or service or doing nothing.</p>	<p><b>Pre-Emptive Problem Solving</b>          Deal with problems like price, vendor loyalty, and buying authority up front to make sure they don't derail you later.</p>
<p><b>Sales Play Book</b>          The 50 most common sales scenarios that professionals run into -- and how to handle each.</p>	<p><b>Market Principles</b>          20 principles that govern the decisions your prospects make.</p>	<p><b>Process Control</b>          How to be in control of the sales process - and the conversation within that process.</p>
<p><b>Teaching Sessions</b>          Professionals enrolled in the Caskey New Business Development Boot Camp attend a monthly training session at the Caskey Training Center.</p>	<p><b>Tele-Training</b>          Between live classes, monthly teleconferences reinforce sales principles and introduce new concepts.</p>	<p><b>Coaching</b>          Salespeople enrolled in the New Business Development Boot Camp can get fast answers to their questions from a Caskey Sales Professional by phone or e-mail.</p>



**"In the past 8 years, my work with Caskey has resulted in income gains of \$100,000 a year."**  
 - Des Garcia, Account Executive

**Turn over for your FREE Bonus Book!**



# Same Game, New Rules

## Yours FREE!

When you attend the free introductory session of the Caskey New Business Development Boot Camp, you will receive a **FREE copy** of Bill Caskey's latest book, **Same Game, New Rules: Contemporary Insights for the Advanced Sales Professional**.

*In its pages, you will discover:*

- **The one kind of question you should never, ever ask your prospect. See page 121.**
- Reaching the prospect on a deeper level by addressing "unexploited opportunities" (p. 80).
- Only one list of prospects will respond extremely well to cold calls. Do you know which? (p. 62).
- The **5 stupidest things salespeople say** - and why they turn prospects off (p.152).
- 4 ways to **understand exactly what the prospect needs** - in just 10 minutes (p. 122).
- How to prevent buyers from treating your product or service as a commodity (p. 89).
- Do people buy based on emotion or logic? Surprising answer (p.77).
- **Profit handsomely** from these "5 Laws of Money" (p.138).
- How to appeal to the prospect's self-interest (p. 83).
- How to **get more people to say "yes"** - by not worrying about whether they might say "no" (p.37).
- 3 reasons why you should be **talking less - and listening more** (p.109).
- Managing buyer psychology during the selling process (p.106).
- How to **close more sales** by withholding zeal and enthusiasm (p.125).
- Why you will naturally discount your value (it's all about human nature) (p.112)
- How your thinking is responsible for your results - and **to dramatically change results, you must change today's thoughts.** (p.133)
- And much more....

### What clients say about Caskey

"After 5 years of Caskey's help, we've grown from \$3 million to over \$11 million, and our margins are up from 19% to over 27%."  
- Sam Yadav, President, Quest Safety

"I just closed the largest deal in my company's history - over \$4 million - and there were three things I did differently, as a result of the work with this method."  
- Dave Fike, Account Executive, First Bankers Corp.

"Selling is about one thing - communicating your value to your client - and getting them to pay you for it. We've grown our company from \$3 million to \$27 million in about 10 years. And I attribute much of that success to the "new business skills" we learned at Caskey."  
- Cathy Langham, President, Langham Logistics

"I've run a business for over 20 years and never knew how to get our customers to see our value until we started using these principles. In the first 45 days, we closed a \$400,000 account we never would have gotten without this training."  
- Greg Jennings, President, TX Team

"These Principles gave us a track to run on that was very different from the past - but had huge immediate dividends."  
- Carl Singer, VP Marketing, Maplehurst Bakeries

"I hired Caskey several years ago to work with my sales team. The impact was immediate and profound. It's been 5 years and I still see people using the new business strategies that Caskey taught. It really did stick."  
- Jerry Jones, President, Canon IV

"This new business philosophy has taken me from \$125,000/year to over \$300,000. It isn't magic...but it is a consistent focus on doing the right things-and thinking the right thoughts. These principles will make me over \$1,000,000 in the next three years."  
- Chris Coffey, Coffey Medical

### Meet Bill Caskey



Bill Caskey has been coaching and developing sales professionals and executives for over 12 years. His firm, Caskey Achievement Strategies, has worked with over 500 companies in more than a hundred industries - including start-up technology companies, manufacturers, and service firms - and specializes in business-to-business selling.

Bill has given over 1,000 workshops and spent more than 12,000 hours training and consulting with his clients. He holds a degree in Business Administration from DePauw University and lives in Carmel, Indiana with his wife and two children.