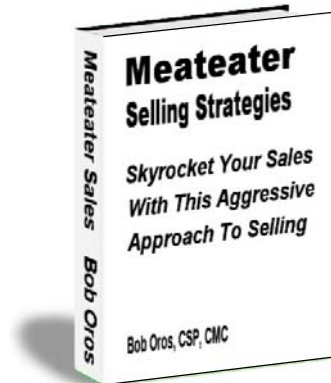


Meateater Sales 90 Minute Seminar

Do you know there are two kinds of animals in the jungle, just as there are two kinds of sales people on the street?

HUNTERS and SCAVENGERS.

The **HUNTERS**, also known as **MEATEATERS**, are the ones who know what they want and go after it, while **Scavengers** live on what's left over! It's easy to tell them apart. The Meateaters are experts in the 7 selling skills and aggressively go after all 11 categories. The Scavengers simply go into an account and ask: "Do you need anything this week?" Which translates to: "I am a Scavenger living on what's left over!"



Many times a Scavenger can become a Meateater when presented with a challenge - and I can help. Here's how.

At the conclusion of the Meateater sales seminar it will be clear that after every sales call they will evaluate themselves to see if they are a Meateater or Scavenger in that account. Most importantly they will have a step-by-step plan to fill in the missing categories by applying the selling skills.

MEATEATER 7-11 ATTACK PLAN

7 SELLING SKILLS

- 1 Plan your attack on 11 fronts
- 2 Ask questions - listen like a fox
- 3 Make an offer they can't refuse
- 4 Make 11 killer presentations
- 5 Don't let objections stop you
- 6 Ask for the order - ask again
- 7 Follow up - follow up - follow up

11 CATEGORIES

- | | |
|---------------|--------------|
| 1 Grocery | 8 Chemicals |
| 2 Frozen | 9 Beverage |
| 3 Meat | 10 Produce |
| 4 Seafood | 11 Table Top |
| 5 Poultry | |
| 6 Dairy | |
| 7 Disposables | |