Pepperdine University Survey

Of the

The Track Selling System™

The #1 Myth in Selling:

"Salespeople are Born"

The Truth:

Professional Salespeople

learn

their skills as in any other profession.



Here's Proof...

World Class Strategies

Effectiveness of the Track Selling System™ based on a research study by *Pepperdine University*

The old adage says: "You're either born a salesperson, or you're not...and that's that." We strongly disagree. We believe any individual who is willing to study, practice and apply our sales process and philosophy, not only can, but will succeed.

And we have the numbers to prove it.

To be truly effective in selling, salespeople need to understand the selling process. They need to know why and how people buy. They need to know that the only reason to make a sales call – ever – is to be of service... They need a process for selling.

That's what I believe in and teach. It's what our Track Selling SystemTM is all about, and why – as you'll see in the survey results below – we have been so effective in empowering salespeople to succeed.

Pepperdine University surveyed 1500 of our graduates* and asked the following questions:

1. Did the professional selling program impact your performance?

Yes: 98.92% No: 1.08%

2. What increase in sales (dollar volume) would you attribute to your use of Track Selling?

Increase	Percentage of respondents	
100% or more:	5.2%	
50 to 99%	21.0%	
25 to 49%	34.4%	
10 to 24%	27.3%	
Less than 10%	12.3%	

More than 60% of our graduates experienced a sales dollar increase of 25% or more after attending our program.

3. In using Track Selling, are you now selling a wider range of your company's products or services?

Yes: 88.1% No: 11.9%

4. After completing the TSS program, have you been more successful in selling to new customers or clients?

Yes: 96% No: 4.0%

5. What specific skills/strengths did you develop (or improve) as a result of the Track Selling International program? (These responses were not prompted in any way. The percentages represent "write-in" responses to the open-ended question.)

"Write-in" Skill	Percentage of	f Respondents
Understanding the sales Process:	76.0%	-
Listening Skills:	62.0%	
Qualification Skills:	56.6%	
Sales Professionalism	52.0%	
Method for Handling Objections:	46.8%	
Closing More Sales:	45.9%	
Presentation Skills:	44.3%	
People Skills:	41.0%	
Goal Setting Techniques:	29.4%	
Time and Territory Management:	20.3%	[continued on Page 3]

(Other skills listed: How to act-not react; handling rejection; developing self-confidence; attitude; how to identify customers needs; sell – don't tell; asking the right questions; cold calling skills; rapport building skills; a format to work from; meeting customers needs; planning and preparation and more.)

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6. Were you successful in selling your products or services to the prospect or client you focused on during the training period?

Yes: 60.0% No: 40.0%

Six out of every ten participants in the program successfully made the sales in the real world which they developed in the workshop – 60%!

7. If you are selling a different product or service, were the skills transferable to the new product?

 Yes:
 69.64%

 Most of the time:
 19.64%

 Some of the time:
 8.93%

 Not at all:
 1.79%

Nearly 90% (89.28%) of the participants felt they learned transferable skills.

8. Are you still using the Track Selling System?

 All of the time:
 27.17%

 Most of the time:
 38.15%

 Some of the time:
 32.95%

 Not at all:
 1.16%

More than 90% of the participants surveyed are still using the Track Selling skills and concepts more than a year after attending the program.

9. What other sales training courses have you participated in prior to or following the Track Selling program? How did the Track Selling program compare?

Of all the competing programs attended by Track Selling participants, our respondents found the Track Selling program...

Better than the competition: 90.20% Equal to the competition: 8.82% Comparatively disappointing: .98%

More than 99% of our participants rated the Track Selling program as better than or equal to any other sales training program; less than 1% found the Track Selling program "disappointing" by comparison

^{*12.5} response rate (survey completed 3/93)