



Four x Four Sales System

Stages of the Selling Process

- ⇒ Prepare- to match THEIR personality style
- ⇒ Present- to their communication style
- ⇒ Connect- based on what they value
- ⇒ Commit- by understanding how they make decisions

Testimonials

“Stu Schlackman’s workshop is a must. He had our team enthused, excited and eager to go out and apply his concepts.”

HowaRdElias

Chairman/CEO- Wealth Advisory Group LLC.

“Thanks Stu for another outstanding workshop for my entire management team. You knocked it out of the park and I know it will take our company’s performance to the next level.”

ToNiPortmann

CEO Riverstone Residential

“New business grew 35% this year thanks to your approach!”

StephenB. Smith

President, Wm. Rigg Co.

Stu Schlackman

delivers *Superior Sales Results*

Stu Schlackman is known for his *Four People You Should Know* book and assessment. He provides customized training and consulting based on its principles to sales teams by focusing on the skills and strategies that will lead to Superior Sales Results.

Four Personalities You Should Know

- ⇒ Blue- focuses on people and passion
- ⇒ Gold- needs process and planning
- ⇒ Green- values precision and perfection
- ⇒ Orange- is about performance and persuasion

The “Four x Four Sales System” defines the intersection of these two elements and how different personality styles behave relative to the four stages of the selling process. In addition, this system helps participants understand how the 4 personalities make decisions, what they value, how they prefer to communicate and what motivates them to action.

Presentations & Training Programs

Are you looking for ways to build stronger client relations?

Personality Based Selling

Learn how to use personality styles to increase sales. When you understand how your clients and prospects prefer to communicate, what they value, how they make decisions you’ll improve your sales results.

Do you need to generate more results with the same resources?

Building Tenacious Teams

Sales is a game of momentum making your team dynamics ever more important. Having the right players in the right positions is critical to your sales team’s success & you’ll learn how to make those choices in this program. When you build on your teams’ strengths, you maximize impact.

Do you need to improve your closing ratio?

Critical Questions for Closing the Sale

This program shows you how to use personality styles to understand the buying behavior of your prospect or customer. When you can understand how they prefer to communicate, what they value & how they make decisions, you’ll be much closer to building the trust necessary to close the sale.

After more than 30 years in corporate sales, Stu Schlackman formed his sales training firm to help his clients achieve *Superior Sales Results* by understanding the personality styles of their prospects, customers, staff and self. Leveraging his competitive nature and winning results, Schlackman's firm trains and consults sales and service teams to achieve top performance status.

As author of *Four People You Should Know* and *Don't Just Stand There, Sell Something*, Schlackman shares experience, technique, and practical advice for corporate executives, sales professionals, corporate trainers, and others who have the desire to win in business and life.

Each month, Stu writes an article under the heading *The Sales Synthesizer*. His uncanny ability to read and then synthesize what he's read benefits his many followers. For those who don't have time to read every new business book, Stu does the work for you.

Before going out on his own, Schlackman was instrumental in increasing revenue and growing the client base of large corporations such as Capgemini, EDS, and the former Digital Equipment Corporation. His sales training initiatives led his sales teams to exceed sales projections by an average of more than 30% percent annually.

Schlackman holds a Mechanical Engineering degree from Rensselaer Polytechnic Institute and a MBA from Kennedy Western University. He has taught and mentored in the business department of Dallas Christian College and has served on the board of directors for the Richardson Chamber of Commerce, Prevent Blindness Dallas, National Speakers Association/North Texas and Leadership Richardson Alumni Association. Recently Stu received the Certified Speaking Professional (CSP) designation from the National Speakers Association, a performance based designation only 7% of members earn.

Recent clients include: AT&T, Riverstone Residential, Cisco Systems, New York Life, Goldman Sachs, Holmes Murphy, Hub International, University of Dallas, BancTec, International Business Brokers Association, Fujitsu, NEI, Ebby Halliday, National Association of Insurance and Financial Advisors, Penn Mutual, Guardian Life, The Million Dollar Roundtable, Sykes Enterprises and BB & T Bank.



STU SCHLACKMAN Sales Trainer & Consultant

Stu Schlackman helps businesses get what they want: RESULTS!



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