

Marketing Mentors Network News

SALES SOLUTIONS: Recruitment - Training - Consulting
www.MarketingMentors.org – (212) 722-5600



What We Learned in Summer School

We'd like you to meet two of our latest graduates who, after completing The Marketing Mentors Training program, are in the field and producing for their companies and themselves.

Marketing Mentors can help you grow your sales staff with hard working, focused, well trained and cost effective marketing executives that produce results. Our **Real World Orientation** helps them experience and overcome the objections your new hires will face in the field. They learn in a safe environment and start their new jobs with the ability to succeed. They hit the ground running and sell sooner.

With summer vacations over and 2008 on the horizon most of us are thinking about how to increase sales. Marketing Mentors can help. We hope to speak with you soon.

MARKETING MENTORS' GRADUATES LEARN:

- ✚ Lead Generation
- ✚ Prospect Selection
- ✚ To Get Prospects to Listen
- ✚ Effective Presentations
- ✚ Selling Through Testimonials
- ✚ Follow-up and Negotiation
- ✚ Time Management
- ✚ To Convert Prospects into Lifelong Clients



Marketing Mentors specializes in recruiting the right candidate for your business. We then train that person with a proven effective sales and marketing education tailored to your companies' needs.

Marketing Mentors can also train your existing staff.

Visit MarketingMentors.org for more information about our sales training solutions

LAMAR

Ryan Passarelli has joined Lamar Advertising, one of the country's premiere outdoor marketing companies. He sells electronic billboards, posters and bus shelters.



"The hands on training and role-play have given me the tools to improve and see myself as clients see me in the field. It's amazing!"



Joey DeGrandis graduated from Fordham University in June. He is now a New York based Account Executive for Golden Age Entertainment, a leading provider of advertiser supported education and entertainment programs to America's senior activity centers.

Joey now works on accounts such as United Healthcare, CVS Pharmacies and Novartis.



Joey comments: Marketing Mentors gave me the tools I need to succeed and I learned what might have taken years on my own. I'm having a ball!