

## **A Revolution in Strategic Selling?**

*Innovative Entrepreneur Modifies Traditional Sales Strategies and Closes More Deals for Less*

HAMDEN, CT - In response to the increasing need for small and medium-sized businesses to stay afloat in a sinking economy, [SalesPreneur™](#) offers a better, faster, and low-cost way to successfully sell *your* product or service.

“We listened to our clients very carefully and adapted our processes to deliver what they want: top notch effective strategic sales techniques tailored to their company’s sales team needs in **one day** for minimal costs. We don’t do cookie-cutter,” says Aimee Kinlan, Marketing Director of [SalesPreneur™](#). “Each of our strategic sales sessions is customized based on each client’s specific industry, product, and goals. We study the nuances of each company, its competitors, and trends in the industry and formulate a strategy to tackle the challenges faced by each sales representative. By the end of the day, each representative will have the tools, strategy and confidence to help them close more deals - independent of the state of the economy.”

The [SalesPreneur™](#) introduces this paradigm shift in selling by ditching the sales pitch and focusing on the lowest-cost and best value options for the client. The comprehensive and very intense one day sales strategy makeover covers all aspects of selling - from generating leads to closing the deal.

This is not your typical sales training session geared towards beginners. Seasoned pros can benefit from the progressive strategic selling methods learned from [SalesPreneur™](#). Because the company customizes each one day seminar, they are able to adjust their presentation to fit the experience level and learning styles of each sales team member.

Everyone leaves the strategic selling seminar with powerful tools to improve their numbers - right away.

**About SalesPreneur™:** [SalesPreneur™](#) ([www.theSalesPreneur.com](http://www.theSalesPreneur.com)) is an entrepreneurial firm that specializes in the transformation of your sales team into a formidable *Sales Force* that will blow your competition away. Our innovative paradigm in teaching, coaching and mentoring your team ensures *achievable* and *measurable* RESULTS. You **will** engage more decision-makers and increase sales revenue.

Company headquarters is strategically located within commuting distance to Boston and New York City in Hamden CT. For more information, please contact:

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