

## DEEP CARPET -- NOVEMBER 1, 2011

There's never been a more critical time to reinforce the importance of calling high, i.e., at the C-suite level early in the sales cycle. The challenges of sustaining and growing sales/profit momentum are the toughest in 40 years. Continuing M&A activity and industry consolidations place a higher premium on developing relationships with senior executives. The last open-enrollment Selling In Deep Carpet seminar for 2011 will be held at the **Four Seasons Resort & Club in Irving, Texas on November 1, 2011**. Attended by over 6,000 senior sales executives since its inception in 1994, Selling In Deep Carpet is a unique, highly-acclaimed workshop on how to build, leverage and maintain C-level executive relationships. Companies who have sent top salespeople through the Deep Carpet methodology include AT&T, Fujitsu, Hitachi Data Systems, IBM, Nueterra, Perot Systems, PricewaterhouseCoopers, RealPage, Siemens, Verizon, ViON and many others. The Deep Carpet workshop is a rigorous one-day (9 hour) program with deliverables which include:

- the most effective methods for doing the homework required to earn C-level access.
- examples of letters which produces a high "hit rate" in scheduling C-level meetings.
- specific ways to maintain and leverage on-going C-level relationships.
- how to craft unique value propositions which resonate with C-level executives.

Seminar size is limited to 20 attendees to permit maximum interaction with principal instructor, Bill Moore. For more information, contact **Paula Myers at 972/869-4773 or [paula@ggroup.net](mailto:paula@ggroup.net)**.

7:30 a.m.            Networking and Continental Breakfast  
8:30 a.m.            PROMPT START  
5:00 p.m.            Adjourn

Four Seasons Resort & Club (972/717-0700)  
4150 N. MacArthur Blvd.  
Irving, TX 75038  
Reference: The Grayson Group

### Praise for the "Selling In Deep Carpet" seminar.

"Of all the sales training I've attended in my 25 years in the real estate business, nothing comes close to 'Deep Carpet' for the sheer volume of pragmatic, usable advice on how to make things happen in sales."

*Paul Whitman, President, Southwest Corporate Services, Jones Lang LaSalle Americas, Inc.*

"So much good stuff! Wow! Selling in Deep Carpet offered innovative ideas and common sense tactics for reaching C-level executives."

*Lance Holmes, Director - Leadership Academy, Hilti Corporation*

"There may be a better primer on how to understand and sell to C-level executives but I've never seen anything that tops Selling In Deep Carpet."

*Bill King, Executive Vice President Sales, Fujitsu Computer Systems*

### DEEP CARPET Registration Form

Please photocopy form for additional attendees.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Name preferred on name tag: \_\_\_\_\_ Email: \_\_\_\_\_

Please check payment method for \$695.00 registration fee: Payment in full is due prior to session. No refunds for cancellations within 14 days of the seminar date. You will be automatically enrolled in the next available session. Credit must be utilized within one year.

- Check enclosed payable to The Grayson Group Inc.  
 Bill to Organization: Attention \_\_\_\_\_ P.O. No. \_\_\_\_\_  
 Bill AMERICAN EXPRESS Account No. \_\_\_\_\_ Exp. \_\_\_\_\_

Authorized Signature \_\_\_\_\_

PLEASE MAIL REGISTRATION FORM WITH FEE PAYMENT TO:

OR, FAX FORM TO: (972) 869-4775  
(AMEX CREDIT CARDS ONLY)



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