



Work Smart, Make More, In Less Time!



Sales Coach **CHUCK BAUER**

In the mid-Eighties, Chuck excelled as a sales professional with an international corporation. After observing the best of the best in sales, Chuck applied their skills and placed first in sales figures for 59 of the 60 months he worked there, earning clients from referrals and return customers. It wasn't long before the U.S. corporate office learned of this exceptional salesman and requested his expertise in training other sales professionals at the local and national level.

As his reputation grew, Chuck became a training and sales advisory expert for a large, international electronics company. Seeking another challenge, he became a featured speaker for the first 24-hour television network devoted to personal and professional development in Dallas, Texas. From there, it was a natural segue to concentrating on personal development and sales presentations training in over two cities a week, coast to coast, where he gave sales seminars and keynote speeches.

By the late Nineties, Chuck was dividing his time between his sales consulting company and his position as Vice President of Sales for a national merger and acquisition company, overseeing 80 sales people nationally. Responding to increasing requests from clients and associates, Chuck left his position at the merger and acquisition company to devote all of his considerable energy, experience, and passion to his life's purpose: increasing the sales figures for each and every one of his clients, be they individuals, small businesses, or large corporations.

A published author with Wiley Publishing, Chuck's work has been featured in numerous business and sales-related magazines and websites. A licensed instrument-rated private pilot, disciplined body builder, as well as mountain biker, Chuck lives in Dallas, Texas.

To date, Chuck has helped well over 50 C-Level executives, hundreds of business owners, and thousands of individual salespeople work smarter, make more money, in less time!



Customized Sales Coaching PROGRAMS

Professional Sales Coaching

Motivation + Inspiration = IMPACT!

An intensive six-month course with 18 sessions designed for **HIGHLY SUCCESSFUL** salespeople who want to take their sales game to levels never before experienced!

Small Business Sales Shape Up!

Stay Ahead of the 21st Century Curve...

The rapid growth of technology requires new skills to keep up with the competition. Master the best uses of the technology and applications, and **UNDERSTAND WHAT CAUSES SALES!**

Sales Management Consulting

You owe it to your sales force...

Is your management style causing more challenges than it solves? Does it need a makeover? When your revenues do not justify your efforts, **it's past time to consult Chuck Bauer.**

Sales Professionals MasterMind Group

You'll wonder how you ever managed without it!

Weekly Webex Video Conferences featuring a short lesson plan followed by engaging discussion and fresh sales ideas—you gain knowledge, power, and sales efficiencies by sharing with the others in your group.

Other Programs

- SalesCHAT
- Sales / Staff Interviews
- SalesFOCUS
- Assessment of Personnel



Sales TUNE UPS

On sales floors, in sales offices, at face-to-face presentations, and on live sales phone calls throughout North and Latin America, Sales Coach Chuck Bauer knows what works, and what doesn't, *right now* in all sales situations.

At a Sales Tune Up, you will learn to:

- Jumpstart your enthusiasm
- Conquer specific sales challenges
- Apply up-to-the-minute sales techniques
- Fine tune your message... **and much more!**

Chuck arrives the evening before, meets with the salesperson, and performs a debriefing/training of the next day's sales calls. The following day, the salesperson typically makes five to seven LIVE sales presentations, with Coach Chuck coaching after each call, documenting the progress, and solving challenges when they occur. At the end of the day, Coach Chuck delivers a report of eight to ten pages of comments, corrections, and actionable steps to the salesperson and booking company/business. This **LIVE** activity is the **BEST** sales training platform **EVER** in the history of sales!

Don't delay! Learn how to improve your sales strategies today!

Recent Appearances In:

- Dallas TX
- Fort Worth TX
- Austin TX
- San Antonio TX
- Houston TX
- Los Angeles CA
- San Francisco CA
- San Jose CA
- Sacramento CA
- San Diego CA
- Spokane WA
- Shreveport LA
- Chicago IL
- Phoenix AZ
- Washington D.C.
- Orlando FL
- Tallahassee FL
- Ft. Walton Beach FL
- Boston MA
- Baltimore MD
- Charlotte NC
- Pittsburgh PA
- Nashville TN
- Knoxville TN
- Madison WI
- Detroit MI
- Denver CO
- Philadelphia PA
- Mexico City, Mexico
- Toronto, Ont., Canada

Sales Tune Up Clients Include:

- American National Bank
- J.P. Morgan Chase
- CreditAnswers
- Enginetech
- Safemark Systems

and THOUSANDS of individual sales professionals!



Revenue-Boosting SEMINARS

SalesMastery

The Seminar Competitors Don't Want You To Take!

In this one-day customized seminar, your sales people will learn new techniques and strategies to increase their productivity, close more sales, and **EARN MORE MONEY!**

TimeMastery

Time Used Wisely = MORE MONEY!

This one-day seminar returns exponential increases in your sales success. Why work harder when you can work smarter? **Seize the Seconds: Seize the Sales!**

Marketing Yourself Shamelessly

If You Don't... Who Will?

Learn the foundation of how and why Top Of Mind Awareness is important in today's marketplace. Sales systems, tools, and **low-cost** follow-up systems are explained and implemented.

PersonalitySelling

Learn to Close Your Clients!

Recognize dominant personality types—prospects' and clients' as well as your own—and learn strategies of approach, proposal, and closing.

Other Seminars

- SalesFOCUS
- RecruitingMastery
- PhoneMastery
- The SalesEDGE
- ServiceMastery
- GoalMastery
- LeadershipMastery
- AttractionMastery
- 7 Steps to Sales Success
- Sales Optimizing Solutions
- You Be the Sales Coach

*All seminars are **CUSTOMIZED** to the specific client and industry!*



Client REVIEWS

"Chuck helped me accomplish more in a one-day sales tune up than all the books and seminars I used in the last 13 years. Now I have confidence going into next year that I have the tools to double my productivity and sales."

**—Bill Huang, President
The Core Financial, San Francisco CA**



"I had a 113% increase in my closed sales and a 61% increase in new clients after working with Chuck for only six months. If I had to sum it up, I would say 'Chuck's coaching program works!'"

**— Maria Kell, Advisor
Northwestern Mutual, Dallas TX**



"Beginning work with Sales Coach Chuck Bauer in 2009 has brought great changes to our company! Chuck's knowledge and systems re-energized our sales department and refocused our sales staff. The TOMA System works superbly for our company. For those who want to revolutionize their sales, I recommend Chuck Bauer's Sales Professional MasterMIND Group and individualized Professional Sales Coaching! You'll increase knowledge, productivity, and revenue!"

**—Counte Cooley, President
Electronic Sales Company, Gainesville GA**



"American National Bank is proud to recognize Jennifer George-Smith as a TOP 3 Financial Advisor with a 42% growth rate from the previous year. Through the completion of Chuck Bauer's Professional Coaching and SalesMastery programs, she acquired the tools for the efficiency needed to increase her sales."

**—Cheryl Sutter, Senior VP
American National Bank, Dallas TX**



"On behalf of the Northwestern Mutual Corporate Office, I had the opportunity to attend Chuck Bauer's PersonalitySelling seminar. This half-day course takes you well past the academics of how to identify a client's personality style. As valuable as that knowledge alone may be, he takes it to the next level with specific guidance on how to use that knowledge to simply and quickly move the client and financial representatives to action and a win-win scenario. These are powerful techniques that really work."

**—Rik Akey, Field Training Consultant
Northwestern Mutual Corporate Office, Milwaukee WI**



“Chuck is a gifted motivational speaker who has the rare ability to understand any industry. He quickly learned our business and then, based on our needs, created a program that turned our inside customer service group into a Lean, Mean, Professional Sales Force. Their confident closing skills, time efficiency, and productivity has increased their closing rate on new and existing business. Chuck’s no-nonsense approach and great sense of humor will keep your people engaged in the process—turning the nay-sayers into willing participants.”

**—Joe Munoz, President
Enginetech, Inc., Dallas TX**



“20.5% revenue increase over the last year—due to hiring Chuck as my business coach! His coaching program provided my business new opportunities for growth. This continues to be one of the best decisions I have ever made—exemplified by my renewing with him for my 3rd set of six-month sessions.”

**—Robert A. Liberto, CPA, P.C.
Baltimore MD**



“Before I began Chuck Bauer’s Professional Sales Coaching program, only 67% of my clients showed up for their appointments. Since then, the rate has shot up to 89% in just three months, bringing me about 144 more clients annually. I owe such fabulous progress—unheard of in my field—to the system I have in place because of Chuck’s coaching program!”

**—Ray Croff, President
Turtle Creek Financial, Dallas TX**



“Between my family and career, time for personal skills or business development was limited or non-existent. Engaging Sales Coach Chuck Bauer was instrumental in identifying false activity. His insight and coaching gave me direction and improved my ability to lead my business/management team. Establishing production targets and tracking systems improved the staff’s input and overall performance. He taught me how to control my schedule instead of being controlled by it. His experience, precise recommendations, and positive accountability can help you increase your revenue production!”

**—Bobby G. James, President
Texas Financial Resources, Dallas TX**



“Chuck has helped us take our family-owned company to the next level. We are now an industry leader in operating policies, corporate structure, and marketing. A huge factor in our company’s growth has been receiving outside evaluation and strategies from someone with Chuck’s expertise. Chuck is a mentor—someone I can come to with any business challenge or situation.”

**—Lacy Arteaga, VP of Sales
Palleton, Inc., Omaha NE**

“Increase! In team, in production, and in revenue! That’s what has happened in the 18 months since working with Chuck Bauer. Production revenue and personal income have increased 58% in the last year. Chuck is one of the best business coaches I ever worked with. I recommend him to anyone who wants to increase their knowledge, production, and revenue.”

**—Alex Caragiannides, Business Owner
Veterans United Home Loans, San Diego CA**





Positive Sales Edge Attitudes
Public Speaking
Gaining New Prospects
Overcoming Objections
Sales Management
Time Management
Closing More Sales

Master of Many **SPECIALTIES**

15-Step Referral Program
Advanced Outlook Tactics
Attraction Skills
Automation & Systemization
Being Chased by Prospects
B.R.P.P.s
Career Path
Change
Cloud Infrastructures
Compensation
Conclusion Agenda
Confidence
Constant Contact/iContact
Corporate Culture
Creating Anticipation
Customer Service
Daily Metrics
Delayed Decisions
Desire
Discipline
Discovery Agenda
Efficiencies & Urgency
E-Mail/Mail Newsletters
Emergent Sales Challenges
Employee Reviews
Encouragement

External Communication
Face-To-Face Presentations
Financial Reports
Focus
Goals
Going Paperless
Health/Fitness/Nutrition
High Productivity
Identifying VIP/A+ Opportunities
Implementation
Interdepartmental Communication
Interviewing & Hiring
Leadership & Initiative
Listening & Motivation
Managing Daily Activity
Marketing Campaigns
Marketing Tools
Maximizing Outlook
Negotiation
Neurological Imaging
Non-Transactional Sales
Observing LIVE Salesperson-
to-Prospect Presentations
Office Organization
One-on-One/Staff Meetings
Ongoing Challenges

Over-reacting
Penetration vs. Deflection
Personal Balance
Personal Development
Personality Assessments
PersonalitySELLING
Phone Presentations
Phone Skills
Pipeline Reports
Presentation Skills
Preventing Objections
Prioritizing Firefighting
Profit & Loss Statements
Proposals & Delivery
Prospect/Client Win-Wins
Psychology
Push Back
Quality Work
Recruiting & Retaining
Sales Distinctions
Sales Jeopardy
Sales Letters
Sales Platforms
Sales Processes
Salesforce.com
Screencasting

Setting & Effecting Deadlines
Self-Management
Social Media
Solutions
Solving/Preventing
Specific Next Steps
Staff Reviews
Starbuck Presentations
Strategic Sales
Success Dressing
Success Traits
Tactical Approaches
Takeaways
Taking Quality Time Off
Team Work
Tenacity
Training New Hires
Transactional Sales
Utilizing Sales Tools
Video Email
WebEx Presentations
What Causes Sales
Writing a Business Plan
Your CRM System

Making More, In Less Time!

From Ordinary to EXTRAORDINARY!

From coast to coast and in three countries, Chuck inspires success in salespeople, business owners, and small-to-medium-to-large corporations. These are some of the clients that he has worked with over the years.

Academy Sports	Debt Professionals of America	Independent Insurance	Prime Source Mortgage
Addison Foods Transportation	Debt Zero Processing	Association of Texas	Prince William Co. Chem Dry
Advanced Financial Services	DebtXS	Irwin Financial Group	Quorum International
AIP Insurance	Direct Capital Securities	J.P. Morgan Chase	Reata Commercial Realty
Albuquerque Nissan	EFA Processing	Jack Lashley & Associates	Relocation Express
Alpine Industries	Electronic Sales Co.	Jasper Engines	Safemark Systems
Amarillo Insurance Advisors	Enginotech	JW Operating	SICCE USA
American National Bank/LPL	Environmental Health Assoc.	Kentucky Roundtable	Simpkins & Associates
ARAMARK	Factor Source	Keystone Benefits	Smith County Health Dept.
Assa Abloy Hospitality	Farmers Branch AMBUCS	King Operating	Smith Protective Services
Austin Tele-Services	Fearless Living Institute	King Royalty Corporation	Smoothie Factory
Bass Pro Shops	Financial Freedom of America	Life Investors	Tanner Automotive
Boy Scouts of America	Financial Planning Concepts	Lubbock Insurance Advisors	Team Networking
Buyers Advantage Real Estate	First Financial Freedom Mtg.	Mass Mutual	TechWildCatters
Capital Financial Servcies	Fisher Cabinets	Meeder Financial	Telos Fitness Center
CenterPoint Energy	Fishers of Men	Metrocrest Chamber of Commerce	Texas Hunting & Fishing Show
Central Plano AMBUCS	Fox & Co. Investments	Midwest Business Advisors	The Core Financial
Chem Dry Corporate	Frisco Afternoon Rotary	Monday Motivators	The Pampered Chef
Christ United Methodist Church	Frisco AM Rotary Club	National Safety Associates	The Peoples Network
CocoaLife	Frisco AMBUCS	Nationwide Financial Services	Thomson Reuters
College Education Solutions	Frisco Chamber of Commerce	Neibauer Dental Clinics	Thumann Insurance Agency
Covenant Church	Frisco Dodge	New England Financial	Towncare Dental
Cox Communications	Garland Chamber of Commerce	New Horizons Debt Relief	Transamerica Financial Services
Creative Results Sources	Georgia Powder Coating	Nissan Motor Corp.	Tri-Cities Sales Event
Creative Solutions	Gold's Gym	North Texas Business Exchange	Tulsa CEO Forum
Credit & Debt Management	Grand Prairie Rotary	NOVA Limos	U.S. Army Corp of Engineers
Credit Answers	Grapevine AMBUCS	NSHAPE	U.S. Small Business Association
Cure Financial	Great Western Business Services	Oxbo International	Units Storage
Dallas Financial Forum	Gummer & Associates	Pappas Bros. Steakhouse	USA Sport Sales
Dallas Referral Partners	Haworth Study Group	Plano Chamber of Commerce	Verizon
Dallas Water Conservation Club	Health Management Systems	Power Pilates	Veterans United Home Loans
Data Preparation International	Home Health Team	Presbyterian Hospital	VitecOnline
DataMark	Independent Bank of Texas	Preston Bend Dental	Women Enhancing Business

Coach Chuck's EXPECTATIONS

Regardless of which program you book, Coach Chuck has some key expectations that are required from each person or company.

Collaborative Effort

Collaboration, open communication, and a customized priority list leads to working smarter, making more, in less time!

Avoid The "Sales Mouse Trap"

One-dimensional responses like "That won't work," or "That's wrong" trap you and prevent you from learning revenue-producing strategies used **NOW** by successful business owners and salespeople!

Discipline

Becoming highly disciplined on all consulting items you trained on will help you establish correct activity that produces more revenue!

Tenacity

A tenacious attitude in practicing productivity is key to your success!

Implementation

Pilots implement what they've learned because their lives depend on it. Business owners and salespeople, **IMMEDIATELY** implement the strategies learned from Chuck because your livelihood depends on it!

Focus

Only 100% concentration on revenue-producing activities will help you reach your goals. Maintain your focus!

Desire

Do you **REALLY** want to break through **ALL BARRIERS** and **SUCCEED**?

Become Systematized

Customized systems eliminate the over-thinking that wastes time, causes stress, and hinders production.

Over-react to Coaching

OVER-REACT NOW. Not when it's convenient. **IMMEDIATE** over-reaction brings increases **NOW** that you might have thought impossible.

Enjoy!

Enjoy the rewards of time-saving structure: increased efficiency, increased revenue, increased time off!





What Makes Chuck **UNIQUE?**

Chuck's uniqueness comes from sitting in and observing LIVE interaction between sales people and their clients, business owners and their customers and/or staff, and the interaction between executives and their sales/operational/marketing staffs. His hands-on and on-site knowledge and experience boils down to this:

PROVEN revenue-producing strategies
you can implement **IMMEDIATELY!**

During the past two decades, Sales Coach Chuck has personally coached over 50 C-Level Executives and thousands of individual business owners, salespeople, and companies. These individuals and/or companies didn't need to budget coaching — they used his coaching and mentoring to immediately **MAKE MORE MONEY** in **LESS TIME**. His services are an investment, not an expenditure!

Book one of his programs **NOW** and work with Chuck; he can immediately increase your net profit and help you buy back your most precious commodity—**TIME!**

You have an important decision to make.

Do you stay with the status quo or energize your potential for unlimited growth? Do you ignore your needs or fulfill them?

Now is the time to find out! Don't miss this opportunity to enroll in the sales or business program that exactly fits your needs. Take advantage of the sales industry's foremost authority on sales and business management. Nothing compares or can come close to Coach Chuck's in-field experience and revenue-generating capacity. Now is the time to invest in yourself, your team, or your company!

To maximize results, Chuck limits his coaching and commitments to only qualified candidates and companies. A simple scheduled phone call with Coach Chuck will determine your suitability for any of his programs.

"I take a high level of PERSONAL OWNERSHIP in YOUR potential for extraordinary success, both professionally and personally. My goals are set, my commitment strong, and my dedication to you is sincere." —**Sales Coach Chuck Bauer**

Don't Procrastinate!
ACTIVATE!



 **CHUCKBAUER**

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