



## Application Materials

To be considered for the Selling Power 2013 Top 20 Sales Training Companies listing, each organization must complete a three-part application as follows:

1. An application to be completed by an executive within your organization.
  2. A brief survey to be completed by 2–5 of your customers. This will allow your customers to provide Selling Power with feedback on how your training services have impacted the performance of their sales organization. You will be provided with a unique URL to send to your customers. Data collected will be kept confidential and used only for the purposes of selecting the Top 20 Sales Training Companies.
  3. A credit card authorization form to be completed for the \$450 application fee.
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## Application Instructions

Please type your answers to each question below directly into the PDF. Please email your completed application to [courtney@sellingpower.com](mailto:courtney@sellingpower.com), and fax your credit card authorization form to the contact and number indicated on the form no later than April 26, 2013. Upon receipt of both the application and credit card authorization form, we will charge your credit card the \$450 application fee.

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## Application Scoring

The application will be evaluated by Selling Power Inc. in comparison to your fellow applicants in the following areas:

- Depth and breadth of training offered
- Innovative offerings (specific training courses or methodology) or delivery methods
- International capabilities
- Ability to customize offerings
- Strength of client satisfaction

Achieving a high score (as compared to other applicants) on one of the criteria listed above will be weighted in an applicant's total score and selection into the Top 20 listing.

A company's strength in a particular area will be recognized within the Top 20 listing.

# Part 1: Company Overview & Contact Information

Please complete the following information about your organization. Please provide us with a contact at your organization should we have any questions about your application.

Company name: Profit Builders \_\_\_\_\_

Complete address of company headquarters (street, city, state/province, and country):  
2052 Byron Road Merrick New York 11566 USA

Company Website URL: www.KeithRosen.com \_\_\_\_\_

Year company was established (e.g., 1980): 1988 \_\_\_\_\_

Year sales-training programs were first provided (e.g., 1985): 1988 \_\_\_\_\_

First and last name of application contact: Keith Nerdin \_\_\_\_\_

Contact title: COO \_\_\_\_\_

Contact business phone number: 516 771 1444 \_\_\_\_\_

Contact business email address: keithnerdin@profitbuilders.com \_\_\_\_\_

## Company Overview

1. Number of full-time employees: 8 \_\_\_\_\_

2. Please specify the current number of full-time employees and part-time employees and contractors who are dedicated to delivering or supporting your sales training programs, products and related services.  
15 \_\_\_\_\_

3. Company description\*\*:

Profit Builders

Founded by Keith Rosen, pioneer of sales management coach training & author of Coaching Salespeople Into Sales Champions. Profit Builders helps managers achieve business objectives faster while increasing sales and profitability, improving forecast accuracy, transforming underperformers, and retaining top talent. Keith has delivered measurable ROI for 20% of the Fortune 1000 in over 40 countries while creating organization-wide coaching cultures and behavioral change.

125 words or less

**\*\*Please note, should your company be selected as a Top 20 Sales Training Company, this description will serve as the description listed in *Selling Power* magazine and on [www.SellingPower.com](http://www.SellingPower.com).**

## Part 2: Sales-Training Services

1. Please provide a list of sales-training programs, products, and related services that your company offers.

Management Coach Training Program: Coaching Salespeople into Sales Champions  
Sales Training Program: Coaching Customers into Champions  
Time Management Program: Thrive!  
Individual and Team Sales Coaching

Limit 200 words

2. Do you offer customized sales-training programs? Please describe.

All of our programs are customized around our clients' timely and specific needs, culture, industry, methodology and objectives.

Limit 200 words

3. How does your company deliver sales-training programs (e.g., public workshops/courses, online courses, audio courses, on mobile devices, on-site/live training)? List all program delivery methods offered.

Profit Builders' most popular programs are their uniquely engaging on-site/live 2-day training programs.

Public online workshops are made available at regular intervals throughout the year.

60-Second Sales Coach videos are produced using custom animations on a weekly basis.

Google Hangouts and web conferencing are used for live coaching sessions with individuals and clients.

Limit 200 words

4. Who do you train (e.g., sales representatives, sales managers, customer service/support staff, marketing teams, etc.)? List all who apply. Please specify what percentage of your training audience is composed of each group.

Sales managers - 60%  
Salespeople - 30%  
Executives and VPs - 10%

Limit 200 words

5. What solutions do you offer to assist with retention and reinforcement of the training solutions you provide?

Four phased approach to developing and sustaining maximum talent and roi.

Coachquest/Covocative?

Limit 200 words

6. For which ONE sales-training program, product, or related service (described in questions 1–5 above) is your company best known and why?

Management Coach Training Program: Coaching Salespeople into Sales Champions.

This program is Keith Rosen's signature program due to its core, guiding philosophy which is that Sales Training Doesn't Create Champions: Managers Do. Keith's message that if leaders want their people to be more successful, they first need to help their managers become world class coaches. To make sales training stick, this program provides a sales coaching framework specifically for sales leaders so they can effectively coach in practically every situation. Managers learn to facilitate one on one coaching sessions, deal reviews, pipeline and forecast reviews and performance reviews. This course teaches managers how to turn around underperformers in 30 days and focuses on putting people first. Managers learn to drive deeper employee engagement in every conversation and create buy-in around change or new initiatives by aligning each individual's personal goals with corporate objectives. This training has exponentially boosted productivity, performance, retention of top talent, and even gives the manager more time in his day and most important; builds trust between them and their salespeople. Whether Coaching Salespeople into Sales Champions is

Limit 200 words

7. What new programs, initiatives, and/or offerings have you launched within the past two years?  
Please include new course offerings, methodologies, delivery methods, or solutions that help with retention.

60-Second Sales Coach  
Coachquest

Limit 200 words

8. What differentiates your company from others in the field?

Profit Builders bold differentiation lies in its relentless focus on supporting managers and helping them transform from mere managers into world-class coaches.

Limit 200 words

### **Part 3: Recognition**

1. Please list any industry awards or recognition your company has received in the past two years for its contributions to sales training.

2011 and 2012 Top Sales Training Company - Selling Power  
2011 and 2012 Top 50 Sales Blogs - Top Sales World  
2011 and 2012 Top 50 Sales & Marketing Influencers - Top Sales World

Limit 200 words

2. Besides the awards and recognition you listed above in what ways has your company made an impact on the sales-training market?

Profit Builders continues making an impact in the sales training market by challenging the status quo of what the true value of sales training is. Most sales trainers continue operating under the old mindset of dumping resources and training directly into salespeople only to have those salespeople resist the training or at best, agree to the concepts but fall back into old habits shortly after the formal training concludes. Profit Builders has discovered the missing link; the sales managers. By equipping managers with the skills to confidently rollout Profit Builders' proven coaching framework with their own teams, they're able to finally hold their people accountable in a way that feels supportive rather than negative. These newly formed coaching cultures have staying power and help businesses achieve their business objectives faster while supporting salespeople to consistently reach new heights.

Limit 200 words

## Part 4: Clients & International Capabilities

1. Please list the geographical breakdown (by percentage) of clients served in the following geographic regions within the past three years: North America, Latin/South America, EMEA, APAC.

North America, Latin/South America, EMEA, APAC., India, Africa, Middle East

Limit 125 words

2. In what additional languages do you offer training materials and resources for clients served in non-English speaking countries?

Spanish - Worldwide

Limit 125 words

3. Please list your top five clients within the past three years and a description of services rendered to each.

Microsoft - Coaching Salespeople Into Sales Champions in \_\_\_\_\_ countries.  
Oracle - Coaching Salespeople Into Sales Champions  
Ford - Coaching Salespeople Into Sales Champions  
Digital Globe - Coaching Salespeople Into Sales Champions  
Advance America - Keynote Annual Conference / Breakout Sessions on Coaching Salespeople Into Sales Champions  
Madison Square Garden (New York Knicks and New York Rangers) - Coaching Salespeople Into Sales Champions  
DHL - Coaching Salespeople Into Sales Champions

Limit 150 words

4. How many participants completed your company's sales-training programs in 2011 and 2012 (please provide the breakdown between open enrollment vs. customized training)?

Open Enrollment: Approximately 5,000  
Customized Training: Approximately

Limit 100 words

5. What percentage of customers renew your

90%

6. What was your percentage of new customer acquisition in 2011 and 2012?  
30%

## Part 5: Is there anything else you think we should know?

About Keith Rosen

Global Authority on Sales and Leadership

CEO of Profit Builders and Executive Sales Coach

Author of the internationally acclaimed and award winning, Coaching Salespeople into Sales Champions

Keith Rosen is fanatical about your success. That's why more top organizations today chose Keith's sales training and management coach training solutions. A globally recognized authority on sales and leadership, Keith is the CEO of Profit Builders, named the Best Sales Training and Coaching Company Worldwide. Over the last 25 years, Keith has delivered his management coach training programs and sales training programs worldwide; on six continents in over 40 countries. Keith has written several bestsellers, including the widely acclaimed Coaching Salespeople into Sales Champions, winner of Five International Best Book Awards and rated the #1 book on sales coaching. As a pioneer in the coaching profession, Keith was inducted in the inaugural group of the Top Sales Hall of Fame in recognition for his outstanding contributions in sales and leadership development and was also named The Sales Education Leader of the Year. Inc. magazine and Fast Company named Keith one of the five most influential executive coaches. Keith was also featured on the award winning television show, Mad Men.

Limit 250 words