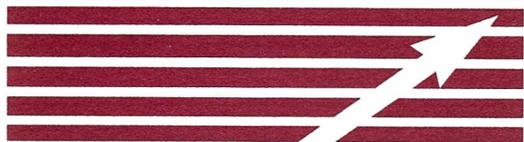


# TEM ASSOCIATES, INC.



SALES DEVELOPMENT SPECIALISTS

Southway Executive Park, Bldg. 400  
35 Cold Spring Road  
Rocky Hill, CT 06067

Tel: (860) 563-0480  
Fax: (860) 563-0524

Marriott Residence Inn,  
9 Gerhard Road  
Plainview, NY 11803

Tel: (516) 935-5528  
Fax: (516) 935-5538

## ABOUT OUR FIRM

We are specialists in providing business solutions to America's growing Companies and professional service firms seeking an increase in sales, profits and productivity. **TEM Associates** offers a myriad of powerful customized programs designed with today's company in mind.

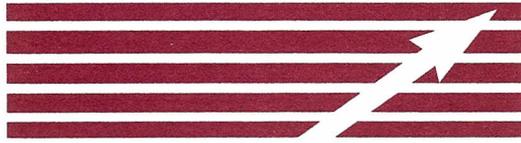
With a professional staff comprised of many of the nation's most highly respected regional and national experts in sales, sales management, business development, time management and customer service, **TEM** has both the knowledge and success rate to help today's growing companies rise to the forefront and excel in the competitive arena. With over two centuries of combined experience and hundreds of case studies based on real-world situations with companies like yours, the professionals at **TEM** are well equipped to help you and your company.

For comprehensive tri-state regional coverage, **TEM** houses corporate offices in New York, Long Island and Rocky Hill, Connecticut. Throughout the duration of your program and beyond, **TEM** is close in proximity for you and your people, providing the personal attention that is so important to ensure program success and the results you desire.

For those companies with offices across the nation, **TEM** is linked to a network of professionals approved by **TEM** management who can deliver your program simultaneously in all of your offices, coast to coast. This service allows national clients the opportunity to benefit from a consistent, well produced, well executed program designed to meet their specific needs.

**TEM Associates** conducts public workshops, corporate programs, provides on-going support, and networking through its Organization of Business and Sales Professionals

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**TEM Associates, Inc.** is a consulting and training firm specializing in sales and management productivity and effectiveness. The firm conducts semi-private workshops and corporate programs, provides ongoing support, reinforcement, and networking through its Organization of Business and Sales Professionals. The company also presents Executive Briefings for organizations and associations.

**TEM Associates** presents *CORPORATE WORKSHOPS* on:

- \* The Sales Track ... A Systematic Sales Training Program.
- \* The Winning Combination ... Self-Esteem & Role Performance.
- \* The Need To Excel ... Leadership That Makes The Difference.
- \* Team Building ... A Different Approach To Managing People.
- \* Sales Strategies For Non-Selling Professionals.
- \* Telemarketing And Getting Appointments By Telephone.
- \* The Nine Neglects That Kill Trade Show Sales And How To Eliminate Them.
- \* Overcoming The Ten Most Common Mistakes Salespeople Make.
- \* Improving Your Interviewing Skills - Interviewing, Hiring & Firing.
- \* Manage Yourself/Manage Your Business.
- \* No Guts...No Gain -- Self-Assertiveness For The Professional.

**TEM Associates** conducts *SEMI-PRIVATE WORKSHOPS* on:

- \* Magical People Skills
- \* Sell More ... Sell More Easily.
- \* Quick Start Selling.
- \* Up-Front Contracts.
- \* Qualify, Close and Present.
- \* Making Cold Calls Warm.
- \* Quantum Leap -- Goal Setting, Prioritizing, Decision Making & Commitment Skills.
- \* Account Management -- Growing Customers Into Clients.
- \* Using Your Ears To Sell.
- \* PAIN Clinics and Reversing Clinics.

**TEM Associates** offers *THE PRESIDENT'S CLUB* ... a unique on-going program for individuals and representatives of companies who have completed any of our training workshops. Members of *THE PRESIDENT'S CLUB* receive:

- \* Advanced Sales Training.
- \* Practice And Reinforcement Of Our Selling Techniques.
- \* Enhancement Of Your Human Relations Skills.
- \* Business Networking.
- \* Free Attendance To all SEMI-PRIVATE WORKSHOPS.
- \* Problem-Solving And Brainstorming.
- \* Training In Goal Setting And Decision Making.
- \* Analysis Of Your Sales And/Or Management Capacities.

\* \* \* \* \*

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## *What Are People Saying About TEM Associates, Inc.?*

*"I had to throw out all the concepts I learned from the Harvard Business School. TEM Associates made me functional in sales - an area I never wanted to be in."*

*- Jeffrey Irving  
Seabrook & Sons*

*"We reviewed all selling programs and systems such as Carnegie, Brian Tracey, etc. TEM's program stood out as something different from the norm - it's much more "real-world", which is very important today."*

*- Todd Sternbach  
Henry Schein, Inc.*

*"Mark Berezow's system makes you live to sell rather than sell to live."*

*- Michelle Steele  
New York Life Insurance*

*"Mark Berezow is a master. I have had three of the best career years of my life. Berezow helped me to see that selling is fun and I'm having a great time doing it - he's helped me find my life's calling."*

*- Arlene Kaplan  
Merrill Lynch*

*"Glenn Mattson's approach to training and coaching a salesperson in the same manner that an athlete approaches training, makes all the sense in the world, and yields the results."*

*- Bill Dobrow  
Paine Webber*

*"Working with Glenn Mattson and TEM Associates has changed the way we think about selling, making it easier and more relaxed. As a result, we're making more sales than ever and feeling good about it."*

*- Neil Abbruzzese  
EDI Options*

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## **Glenn Mattson**

### *Vice-President*

Glenn Mattson is a Vice-President of **TEM Associates, Inc.**, a consulting and training firm specializing in sales and management productivity and effectiveness. The firm conducts public and private corporate programs, provides on-going support, reinforcement and networking through an alliance of business and sales professionals.

Glenn began his professional sales career before attending college, by starting his own company. After graduation from Marist College, with degrees in Public Relations and Organizational Communication and Psychology, Glenn continued to work for himself for an additional year and a half. During that time, he increased his business by 45% before selling it at a profit to join the **TEM** team.

Glenn's interest and commitment are with his clients. He works hand in hand with sales people, managers and business owners who want to attain an increase in their business by proper sales training. Glenn's view that success in sales is a process involving hard work and continuing refinement is shared by the entire staff of **TEM Associates**. *Glenn recently made another appearance on television to discuss attitudinal, behavioral and technical growth concerns facing small to medium size business owners.*

Listed below are several companies which have benefited from Glenn and **TEM's** expertise.

Tektronix	International Furniture Rentals
Henry Schein	United Technologies
Paine Webber	Carrier Corporation
SAGA	New York Life
Access Express	INC Magazine
Emjay Medical	Associated Graphic Arts
Infinity, USA	Mutual of New York
Advest	Mutual of Omaha

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Tel: (516) 935-5528  
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Date:

January 4, 1996

For:

Immediate Release

For More Information Contact:

Mark Berezow,  
*Executive Vice-President*  
(516) 935-5528

## TEM ASSOCIATES, INC. RECEIVES TOP NATIONAL TRAINING AWARD

Rocky Hill, CT - TEM Associates, Inc., a sales consulting and training firm with offices in Rocky Hill, CT, and Plainview, NY, has received for the FOURTH CONSECUTIVE YEAR, an award for being the top Sandler Sales Institute training company in the United States. TEM Associates was named "Number One" out of over 60 sales training companies throughout the United States.

According to David Sandler, president of Sandler Systems, Inc., "Steve and Mark have built their business on hard work and dedication to their clients. While TEM's clients experience at least a 20% increase in sales year in and year out, it is obvious that Steve and Mark will be No.1 for a long time."

Sandler continued, "Steve and Mark have the ability to transform their years in sales and sales management into becoming the No.1 sales training team in our nationwide network."

Debbie Burkholder, national training manager for Sandler Systems, Inc., presented the award to owners Steve Taback and Mark Berezow at a recent conference in Baltimore, Maryland. For more information, please call (516) 935-5528.

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NEWS RELEASE:  
DATE:  
LOCATION:

For Immediate Release  
February 6, 1993  
Long Island

**LOCAL PRESIDENT  
IS A FEATURED SPEAKER AT THE  
3RD ANNUAL INC MAGAZINE  
CUSTOMER SERVICE CONFERENCE**

*Mark Berezow, President of TEM Associates, Inc., located at 9 Gerhard Road, Plainview, New York and Southway Executive Park, Bldg 400, 35 Cold Spring Road, Rocky Hill, Connecticut, will be a featured speaker at the 3rd annual INC MAGAZINE Conference on Customer Service to be held in Orlando, Florida on February 24-25, 1993.*

*The conference on Customer Service was created by INC.'s senior editors in response to a clear trend that emerged in the business world: more and more of today's most successful growing companies are committed to turning satisfied customers into delighted customers.*

*In Mr. Berezow's compelling session, "Sales and Customer Service: A Marriage Made In Heaven," attendees will learn the best way to blend sales and customer service to create a high-powered "marriage" between a company's sales force and customer service representatives. Attendees will also discover effective strategies to turn customer service calls into sales; how to counsel their teams to ensure total customer satisfaction in every are; how to successfully engage in "partnering," and how to break through barriers to get the real truth behind a customer's concerns.*

*Mr. Berezow, a nationally known sales training expert, has appeared as a guest speaker on local radio programs such as "Secrets of Success." He has been a guest speaker for many local and regional organizations, and has most recently received an outstanding achievement award for operating TEM Associates, one of the most successful sales training and sales management firms in the nation. He is also the co-founder of the TACTICS program, a new weekly sales reinforcement subscription series that is fast becoming one of the nation's premiere sales support programs.*

*TEM Associates specializes in business development and sales management strategies. The firm offers corporate sales training and individual coaching programs, custom time management and customer service seminars and a wide range of business products. For more information, please contact Deborah Penta at (508) 898-0444.*

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## CAREER DEVELOPMENT PROGRAM

The following is a general outline that provides detailed information regarding various topics that can be part of a complete sales training program. The choice of specific topics to be included in a custom program for any client is dependent upon the needs and goals of the client. The schedule and choice of topics is developed based upon an interview of the participants and a consultation with the appropriate manager or owner.

### A. QUALIFY, CLOSE & PRESENT

*THE SHOWMANSHIP MYTH* ... Features and benefits don't sell your product or service. Many a client has been lost precisely because the consultant put on the enthusiastic, "soup-to-nuts" presentation. Learn how to grow your client base by providing what the prospective client needs. Learn:

- \* How to get your prospect to "open-up."
- \* How to avoid giving premature presentations.
- \* Why an enthusiastic presentation "blows" sales.
- \* How your knowledge used incorrectly can actually hurt you.
- \* When to talk and when not to.

*CONTROLLING THE SELLING PROCESS* ... The experience of being totally in control of the selling situation is unfortunately far too rare these days for too many consultants. The prospective client knows all of your "moves." Get a whole new "play-book" -- one that eliminates the defenses and allows the customer to help himself/herself get what is needed. Learn:

- \* An effective questioning strategy.
- \* How to eliminate objections instead of overcoming them.
- \* A proven strategy for the prospect who should buy, but doesn't.
- \* The art of group selling.
- \* To get rid of price objections once and for all.

*THE PAINLESS CLOSE* ... We've all been taught that the close is the key to the sale. Why wait until the end of the sales call to close ... and then "ask for the order?" Learn how to close up front and gain new skills in:

- \* Money qualifying within the first five minutes.
- \* Getting the prospect to paint the picture he/she will buy.
- \* Getting to the real truth.

*THE SALESPERSON'S PSYCHE* ... Salespeople are not necessarily the extroverted, happy-go-lucky types they appear to be. In fact, they are among the most "Not-OK" of all the professions. Why? Because selling is tough, frustrating work. But it doesn't have to be. Learn contemporary techniques for tapping your own internal power, and using it to make a strong, consistent professional impact.

- \* Overcome the "fear of selling."
- \* Gain inner professional strength.
- \* Discover the keys to "self-awareness."
- \* Recognize the difference between the "real" you and the "role" you.
- \* Fail your way to increased sales.
- \* Build real rapport, and develop a bond between you and the prospect.

**B. GENERATING NEW BUSINESS**

*PROSPECTING* ..... Cold-calling is the most time and energy consuming part of selling. It's the part of the job that salespeople least understand and most often neglect. Yet it is their lifeblood. Learn how to turn cold-calls into warm-calls (or hot-calls) and how to:

- \* Use "no pressure" telephone techniques to get appointments.
- \* Be invited in instead of begging for an appointment.
- \* Overcome call reluctance forever.
- \* Generate leads and get referrals and introductions.
- \* Get past the secretary or receptionist.
- \* Feel comfortable before, during, and after the first call.
- \* Stay OK when facing a seemingly intimidating prospect.
- \* Handle rejection.
- \* Overcome fear of failure.
- \* Not leave your phone number.
- \* Increase your productivity by 25% when using lists.

**C. NO GUTS...NO GAIN**

This "Anti-Wimp" program provides self-assertiveness training for the sales professional. You will learn how to:

- \* Plant your feet.
- \* Optimize your risks.
- \* Become an effective decision maker.
- \* Break your success barriers.
- \* Get tough - The New You.
- \* Apply the glue that holds the system together.
- \* Know your "Bill of Rights"

**D. QUANTUM LEAP**

*CORRECTING NEGATIVE BEHAVIOR PATTERNS* ... Learn the power of the Pattern Analysis Profile System which will enable you to be more productive. Learn how you can help alter your attitudes, modify behavior and effect positive change. Gone forever is the fear of cold-calling, fear of calling at-the-top, fear of asking for money, fear of asking for the decision and other selling roadblocks, which are costing you sales and profits.

*THE SALES TRAINING SYSTEM THAT CANNOT FAIL* ... The Cookbook Training segment could be the single most valuable concept. Learn how to set up a clean, straight-forward training system that guarantees success, and gets you out on the street selling faster than you ever thought possible.

- \* Learn how to get commitments by making commitments.
- \* Take your dreams from goals to reality.
- \* Develop a sales effectiveness behavior plan.
- \* Track your plan to optimize results.
- \* Select the tools that will work best.

**E. UNDERSTANDING STRATEGIES -- YOURS AND OTHERS**

What is your dominant mode of operation? How do you identify it? How do you illicit the dominant strategies of others? And how do you use this knowledge and ability in your business?

**F. RAPPORT AND UNCONSCIOUS DECISION MAKING PATTERNS**

*Gaining rapport and trust* - why is it that we instantly get along with some people, while with others it seems that words and ideas are missing the target? You will learn:

- \* How to establish rapport and bond with anyone you wish.
- \* How to identify and speak the language of your client.
- \* Why people trust you and how to make that happen more often.
- \* Alternatives for dealing with difficult people.
- \* Ways to improve you negotiation time and reduce call backs.
- \* How to use neuro-linguistic programming more effectively on the telephone.

*Unconscious decision making* - Do you know your own dominant patterns? Are you imposing your patterns on others? You will learn:

- \* How to identify primary motivational patterns for making decisions.
- \* How to use this information to make your presentation more compelling and more convincing for your clients.
- \* How to significantly reduce resistance.

**G. PROBLEM SOLVING CLINIC AND CONNECTING THE LOOSE ENDS TOGETHER**

Bring your real marketplace experiences and situations to the table, and we will role play, brainstorm, or whatever else it takes to help you fine tune what you have learned to successfully apply the concepts which we provided you.