

Slife Sales Training, Inc. started [www.salestrainingcamp.com](http://www.salestrainingcamp.com) in 1998, and it has become one of the largest online resources for business to business sales training. Several years later, Slife Sales Training, Inc. purchased [www.salesvault.com](http://www.salesvault.com) to expand its clientele.

Slife Sales Training, Inc. began by conducting live public sales training programs. However, they quickly realized by providing these programs online, they can make them much more accessibly and affordable for clients. Since then they have thousands attend their online sales training programs for both sales managers and sales executives and sold thousands of sales training audio cd programs.

Today over 75,000 business professionals subscribe to Slife Sales Training, Inc. weekly online sales training publications. The Sales Tip of The Week and The Closer online newsletters provide the critical sales training skills from everything to getting your “foot in the door” to asking for the sale. Our most recent publication “The Managers Minute” focuses exclusively on training sales management on how to better manage and coach a top performing sales team.

**Visitor Profile:**

SalesTrainingCamp and SalesVault attract high end sales professionals who sell business to business products or services. These individuals are highly motivated as evidence of their desire to improve their sales skills and job performance.

**Subscriber Testimonial**

*SaleTrainingCamp has been one of the useful, most instrumental training tools we have ever used! We have used the monthly training camps to increase our knowledge in all areas of our sales processes and activities. We look forward each month to the next course and recommend this program very highly for your business.*

*Brian Gabriel Chief Operations Officer Sound Telecom*

Site Statistics:

SalesVault.com –

Unique monthly visitors average: 14,000

Unique monthly page views avg: 40,500

Average # of pages viewed per session: 2.5 pages

SalesTrainingCamp.com –

Unique monthly visitors average: 50,000

Unique monthly page views avg: 130,000

Average # of pages viewed per session: 2.5 pages

**Ad placements and specifications:**

Site/NL	Placement	Size	Specs	Total Subs	Cost
<b>Weekly Newsletter Bundle *</b> <ul style="list-style-type: none"><li>SalesManagers Minute</li><li>The Closer</li><li>Sales Tip of the Week</li></ul>	Sole Sponsorship Top Position in each newsletter (Sales Tip 2x/week)	600 x 275	Gif or Jpg image + text, 25kb max	115,000	\$1,495
<b>Sales Tip of the Week</b>	Dedicated email		70Kb, images hosted, html/text	40,000	\$5,000
<b>Managers Minute</b>	Dedicated email		70Kb, images hosted, html/text	5,400	\$1,500
<b>Sales Professional Email Bundle</b> - Dedicated email deployment to entire Slife Sales Training subscriber database.	Dedicated Email		70Kb, images hosted, html/text	75,000	\$7,000

\* Newsletter bundle is sold on a weekly basis – total of 4 insertions.



## Sample Newsletter ad placement:

**stc** SALES | TRAINING | CAMP

June 9, 2009

# The Sales Trainer Newsletter

Training Salespeople To Become Sales Professionals

SHARE

Featured Article: [How Find Out What's Stopping Your Prospect From Buying](#) by Mike Brooks  
Featured Sales Tool: [Your Ad "Title" Here](#)

**This Week's Featured Sales Tool:**

## Your Ad Here

Your ad will be the *only* advertisement to go out in this particular newsletter. We will not promote our own, or any other companies, seminars and/or products so it will not compete with your ad.

This ad space is 600 x 275 and can be text, graphics, or a combination of both. A text version is also sent out to those who cannot open html so you may provide a text ad as an alternate.

Below your ad will be the article we place for the newsletter.

**600 x 280 pixels total**

How Find Out What's Stopping Your Prospect From Buying by Mike Brooks

[\(Printer-Friendly Version\)](#)      SHARE      RSS Feed

First, I'd like to thank you all for your Ezine topic requests. I'll do my best to answer them, and generally I look for multiple requests on the same subject. And there are a lot of them because let's face it – we're all struggling with the same objections though in different forms.

For example, one problem I keep hearing about is how to get a prospect/customer to tell you what's really going on. Many of you wrote that after multiple calls, messages, etc, when you do get them on the phone all you get are vague answers. If this has ever happened to you, then here's how to deal with it.

The first thing you need to do is realize that if your prospect isn't calling you back, or if when you do reach them all you get are vague answers or more put offs, then you probably already have your answer.


They aren't a deal. It's time to move on!

The problem with 80% of sales reps is that they will chase and chase unqualified leads because it seems easier than cold calling and looking for real buyers. "At least they took the information, or have a need," they say.

Yeah, but are they buying? Usually not. And all that energy and time you waste chasing them makes you a weaker closer.

The solution? . . .

For the entire article visit: <http://www.salestrainingcamp.com/salestrainer.html#tip1>

**DIRECT**  **EFFECT**  
**MEDIA SERVICES, INC.**

[www.directeffectmedia.com](http://www.directeffectmedia.com)

(760) 438-8677

[info@directeffectmedia.com](mailto:info@directeffectmedia.com)