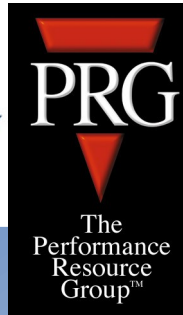




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MRO University is pleased to announce a new partnership with the Performance Resource Group (PRG) to offer Sales for Technical Services courses to Oklahoma Aerospace Alliance (OAA) Members.

**Session 1:**

**Discovery Selling® Two-Day FasTrak**

**Session 2:**

**Business Building 101-Prospecting Done Right  
Relationships and Developing Personal Presence  
Setting Ground Rules  
P.A.I.N.™/ G.A.I.N.™**

**Session 3:**

**Coming Together: Vision of Solution/Buying Phases/  
The Decision and Closing Process  
Selling at the “C” Level  
Investment/Financial Justification and Valuation**

**Session 4:**

**Questioning Skills/Listening Skills/Case Studies  
Pocket MBA for Sales Professionals  
Qualification Hierarchy—The Power of the Pyramid**

Cost for each Session: \$1,100 per student

**Class Dates in Tulsa:**

Session 1: October 26 & 27

Session 2: November 10 & 11

Session 3: December 7 & 8

Session 4: January 18 & 19

Location: PRG Training Facility

6660 S. Sheridan Ave., Tulsa

**Class Dates in Oklahoma City:**

Session 1: November 3 & 4

Session 2: December 1 & 2

Session 3: January 26 & 27

Session 4: February 23 & 24

Location: Tinker Industrial Business Park

2751 Liberty Parkway, Midwest City

To enroll, contact Rachel Hutchings, OAA Board Chair at [rachel.hutchings@aa.com](mailto:rachel.hutchings@aa.com) or 918-292-4047

### **Discovery Selling® Two-Day FasTrack**

#### **Learning Objectives:**

Teach participants the basics of the Discovery Selling Process and prepare them for the advanced Discovery Selling® Mastery Workshops.

### **Business Building 101-Prospecting Done Right**

#### **Learning Objectives:**

Instill the need for and the methods of effectively building business through a systematic approach using methods and techniques designed to provide the maximum return on the time investment.

### **Relationships and Developing Personal Presence**

#### **Learning Objectives:**

Develop a keen sense of how one's own behavior affects others and ultimately determines the outcome of the sales cycle very early in the process.

### **Setting Ground Rules**

#### **Learning Objectives:**

Develop powerful sales habits which will enhance professional standing and relationship with customers and prospects while at the same time reducing the length of the sales cycle.

### **P.A.I.N.™ / G.A.I.N.™**

#### **Learning Objectives:**

Participant will learn to uncover a prospect's true buying motives while also learning to advance P.A.I.N.-finding skills and the importance of not being mere product or service reps.

### **Coming Together: Vision of Solution/Buying Phases/ The Decision and Closing Process**

#### **Learning Objectives:**

To help participant learn to identify a prospective customer's vision, decision-making process as well as to identify the role each person plays in that decision-making and buying process. Participants will learn how to stop competing with proposals and start collaborating with prospects to reach strong pre-proposal agreements.

For more information on courses, visit  
[www.okaero.com/education/mro-university/](http://www.okaero.com/education/mro-university/)

### **Selling at the "C" Level**

#### **Learning Objectives:**

To learn how to effectively conduct a sales call targeted at the executive level of an organization.

### **Investment/Financial Justification and Valuation**

#### **Learning Objectives:**

To help participants understand that money and pricing is only one factor in a successful outcome. If left un-discussed, it can become a deal killer and the ultimate factor in a no-go decision.

### **Questioning Skills/Listening Skills/Case Studies**

#### **Learning Objectives:**

To help participants become effective at asking questions and leading prospects through a Discovery process.

### **Pocket MBA for Sales Professionals**

#### **Learning Objectives:**

To provide the skills, language, and confidence to understand in a broader context the challenges faced by many customers in the areas of banking and finance, marketing, the economy, and governmental regulations. Upon completion, the participant will be prepared to understand, converse, and relate in broader business terms the business issues that motivate the decision process.

### **Qualification Hierarchy—The Power of the Pyramid**

#### **Learning Objectives:**

Reinforce the value of the qualification process through case studies and facilitated discussion



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